BROADCASTING

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MAR 2 1943

Broadcast Advertising

attention--

time buyers, account executives!

clip and keep this important list...

Here are the 16 great war-active cities of more than 100,000 people each covered every hour of every day by WOR.

That WOR has sold—does sell—; that WOR can add dealers; simplify and safeguard distribution, in these cities and beyond them is more than adequately proved in the majority of 99 WOR success stories. Call, write, or wire

BRIDGEPORT, CONN.
NEW HAVEN, CONN.
TRENTON, N. J.
NEWARK, N. J.
ALLENTOWN, PA.
PHILADELPHIA, PA.
NEW YORK, N. Y.
JERSEY CITY, N. J.
PATERSON, N. J.
YONKERS, N. Y.
CAMDEN, N. J.
ELIZABETH, N. J.
READING, PA.
WILMINGTON, DEL.
WATERBURY, CONN.
HARTFORD, CONN.

CLIP AND SAVE THIS LIST NOW!

that power-full station **WOR** *at 1440 Broadway, in New York*

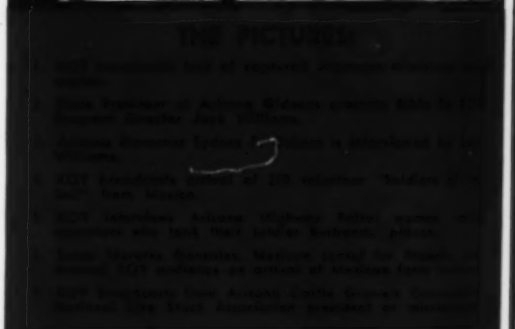
The Arizona

STATION THAT DOES THINGS!

Serving Local Interests Gets Local Interest . . and *Listeners!*

Whenever anything of interest in Phoenix is going on, KOY microphones are there, broadcasting on-the-scene accounts of the event. In the months of January and February KOY originated special, local-interest broadcasts more than once in every two days — such as the Governor's inaugural; tour of a captured Japanese submarine; RAF rugby game; welcome to Mexican lend-lease workers. Any worthwhile endeavor — Red Cross, OCD, Cattle Growers Association or whatever — always finds KOY ready and willing to cooperate. These are the things that affect every individual in Phoenix . . . and Arizona.

These are the things that affect radio listening in Arizona, too! KOY, because it serves local interests by coverage of local events, has the listeners, a loyal and enthusiastic audience. And such listener loyalty predicates advertising results.



TO SELL ARIZONA——

The Arizona Network

KOY, Phoenix ★ KTUC, Tucson ★ KSUN, Bisbee-Lowell

KOY

CBS

PHOENIX ARIZONA

1000 Watts on

550 KC

MANAGEMENT AFFILIATED WITH **WLS**, THE PRAIRIE FARMER STATION, CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY

TAILORED

for the New England market

Twenty-one cities and their suburban trading areas comprise the cream of New England buying power.

Twenty-one stations — each with the friendly influence of a corner grocer or druggist — provide a perfect sales pattern for the complete coverage of these markets.

Here is local, neighborly acceptance plus the carry-over interest and audience holding strength of network programs.

Buy New England as one piece with The Yankee Network's 21 home-town stations.

ACCEPTANCE IS THE YANKEE NETWORK'S FOUNDATION

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC.
Exclusive National Sales Representative

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

No Sir, By Gad . . . Jones is no longer with us! . . .

The rascal has opened his own agency . . .

But then, you too, can learn the secret of success. Simply put your accounts on KFAB.

You see, KFAB serves the farm and small town markets of Nebraska and her neighboring states. These areas are now spending the largest farm income in their history. And the effectiveness of this income is doubled by the *cycle* in which it is spent—from farmer to merchant to druggist to doctor to grocer to wholesaler to farmer and around again.

The people who do all this spending listen to KFAB...act on KFAB's suggestions...buy what KFAB recommends! You, therefore, *need* this station to do a *complete* selling job for your accounts.

ED PETRY CO NAT'L REPR

KFAB

LINCOLN, NEBR

DON SEARLE GEN'L MGR.

FOR THE OMAHA AUDIENCE, USE **KOIL**

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • No. 12 MARCH 22, 19

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Hix Cartoon 50

Subscription $5.00 a Year ● Canadian and Foreign, $6.00

Published every Monday, 53rd issue (Yearbook Number) Published in February

"You mean without the **TOURISTS**?"

"We do! And you can contact Tampa's plus dollars PROFITABLY with spots on WFLA!"

AP release in the Tampa Morning Tribune

TAMPA JANUARY DOLLAR VOLUME SALES LEAD '42

47 Pct. Gain Reported Against

WFLA TAMPA NBC

JOHN BLAIR & CO. . . . NATIONAL REPRESENTATIVE

XUM

...and keep your radio on!"

This is a dress rehearsal . . . for death.

The sirens wail in the night . . . the shaded lights go out one by one . . . activity ceases. This is an air raid drill.

Millions of hands reach for the radio and flick on the switch. For the official Army instructions are:

"Keep your radio on."

What a tribute it is to the broadcasters of America, that in our country's crisis—*radio* is depended upon to serve so vitally. What a confirmation this is of radio's splendid cooperation, its patriotism, and its trusted and respected position in the minds of all Americans.

RCA is proud to have played a part in the growth of the free American way of broadcasting. We have always placed our entire facilities, skill, and resources, at the command of radio, to aid in its swift progress and development.

Today, RCA is engaged in serving the greatest cause of all—the cause of Victory. Today, our goal is to provide more and more radio equipment for our armed forces.

That is why our service to you may not be as thorough as it has always been. But whatever we can do to aid the broadcasters in their important work—we intend to do to the best of our ability.

If we can be of service to you on technical problems which you are encountering, don't hesitate to call on us. The tasks that free American broadcasting is carrying on today—*must* continue. And we are anxious to help you—to see that they do!

RCA BROADCAST EQUIPMENT

RCA Victor Division

RADIO CORPORATION OF AMERICA, Camden, N. J.

THE FARMERS' CHOICE!

"ALL RIGHT, BOSSY — I KNOW IT'S TIME TO TUNE IN WLAC!"

SOUTHERN farmers like WLAC, because this Nashville radio station provides them with diversified entertainment of the type they like to hear.

In addition to the programs listed here, WLAC's schedule is geared to the listening tastes of the people of the vast TVA-rea.

WLAC'S BIG SIX FOR RURAL LISTENING

6:00 A. M. NEWS
6:45 A. M. "TEXAS DAISY"
6:30 A. M. FARM FRONT
6:45 A. M. FAIRFIELD FOUR
7:00 A. M. CHUCK WAGON GANG
7:15 A. M. RENFRO VALLEY

THESE PROGRAMS BROUGHT 18,000 LETTERS IN 3 MONTHS

Farmers wrote from all but 63 of the 921 counties in 12 Southeastern states! More than 1,000 letters came from each of 7 states . . Tennessee, Kentucky, Arkansas, Louisiana, Mississippi, Alabama, and Georgia. This is proof that they're listenin' . . to WLAC.

WLAC
50,000 WATTS
ONLY CBS OUTLET WITHIN 125 MILES OF NASHVILLE

For Availabilities, Call
PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

THE STATION OF THE RICH TENNESSEE VALLEY

XUM

There's some Careful Buying going on these days...

and in radio it is the spot time buyers who give each market and radio station its closest scrutiny.

In Chicago these buyers of spot time have their choice of many stations—five of them with 50,000 watts.

It is significant that WGN holds a substantial lead over all other major Chicago stations in volume of local and national spot advertising.

Even more significant is the fact that the retail stores which keep an over-the-counter check on direct results place more business on WGN than any other major Chicago station.

A Clear Channel Station

50,000 Watts — 720 Kilocycles

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. ★ PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATION

ROBERT G. SOULE

VICE PRESIDENT, WFBL, SYRACUSE

1911	The Hill School
1911-13	Cornell University
1913-28	Vice President and Sales Manager, Merrell-Soule Co.
1928-31	Division Sales Manager, Borden Co.
1932	Vice President, Onondaga Radio Broadcasting Corp. (Station WFBL)
1942	Chairman, Syracuse Radio War Council

HERE, gentlemen, is one of the most unusual situations in radio. Twelve years ago Bob Soule was a big time consumer-goods sales manager. Then he became fascinated with *merchandising by radio*—and bought a large interest in a good radio station, to really ride the hobby!... So-o-o—today Bob—one of the principal owners and officers of WFBL—spends his full time merchandising and promoting for its lucky advertisers. As a result, WFBL is generally considered the best test station in the East!

Yes, here at F&P, we're "merchandising minded" too. Believe it or not, we are actually aware of the fact that the usual purpose of your advertising effort is to *sell stuff*. So, knowing that, we also realize that we won't be able to sell you very much of our stuff unless our stuff is so carefully and thoughtfully selected that it will really help you to sell *your* stuff!

Elementary? Yes—just as elementary as *most* of the rules that account for *most* of the successes in any line of business—including our own, thanks to all the agencies and advertisers we are privileged to serve, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
... IOWA ...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
... SOUTHEAST ...	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
... SOUTHWEST ...	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
... PACIFIC COAST ...	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6378 | NEW YORK: 247 Park Ave. Plaza 5-4131 | SAN FRANCISCO: 111 Sutter Sutter 1555 | HOLLYWOOD: 6381 N. Gordon Gladstone 5929 | ATLANTA: 142 Palmer Bldg. Main 8667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 12 WASHINGTON, D. C., MARCH 22, 1943 $5.00 A YEAR—15c A COPY

Recorders Invite Petrillo to Conference

Impasse May Lead To Appeal to WLB

REOPENING of negotiations for settlement of the seven-month-old recording strike was sought last Friday by the transcription and recording industry in an invitation to AFM President James C. Petrillo to meet with its representatives in New York Wednesday (March 24). The action came after the AFM International Board had flatly rejected previous proposals for immediate lifting of the ban.

In a telegram to the AFM head, the group denied the charge that the recorders had not acted "in good faith" in proposing lifting of the ban pending consideration of the propriety of the AFM "fixed fee" proposal by responsible Governmental agencies. The telegram, unanimously approved by the industry group read:

Always Ready to Bargain

"In your reply of March 17 to our letter of Feb. 23, you complained that we have failed to measure up to the test of good faith collective bargaining. That complaint is unjustified since it was you who terminated all prior arrangements without previous complaints or demands. Individually and collectively, we have always been and continue to be ready to confer and bargain with you on the question of wages, hours and working conditions which, under both the National Labor Relations Act and universal practice, are the appropriate subjects for collective bargaining, and to enter into a written agreement for a definite term which will provide for the immediate resumption of recording. As tangible evidence of our good faith, we now invite you to meet with us for such purpose at the Hotel Ambassador, in New York City, on Wednesday, March 24, at 2:30 p.m. Please reply by telegram to Mr. Lawrence Morris, care of RCA Victor, Camden, N. J."

Those signing the telegram were: Associated Music Publishers Inc.; Columbia Recording Corp.; Decca Records Inc.; Empire Broadcasting Corp.; Lang-Worth Feature Programs Inc.; Muzak Corp.; RCA Victor Division, RCA; Radio Recording Division, NBC; Standard Radio; Soundies Distributing Corp. of America Inc., World Broadcasting System.

Those attending the conference were: C. M. Finney, president, AMP and Muzak Corp.; John R. Andrus, vice-president, AMP; Gerald Kelleher, president, Empire Broadcasting Corp.; C. O. Langlois, president, Lang-Worth Feature Program Inc.; A. Walter Socolow, Lang-Worth attorney; C. Lloyd Egner, vice-president, NBC Radio Recording Division; R. P. Myers Jr., NBC Legal Department; A. J. Kendrick, vice-president, World Broadcasting System; Ralph Colin, counsel for Columbia Recording Corp.; Judge Lawrence A. Morris, attorney for RCA Victor; Milton Diamond, counsel for Decca Records Inc.

Milton Blink, partner of Standard Radio, approved the message by phone, with approval also secured from Soundies Distributing Corp. C. P. MacGregor, remaining signatory to the recording industry letter of Feb. 23, could not be reached.

As BROADCASTING went to press Friday, no word had been received regarding Mr. Petrillo's acceptance of the invitation. It was expected, however, in the light of his previous comments, that negotiations promptly would be reopened.

Immediately following the International Board's rebuff, there was talk in recording circles of a prompt appeal to the War Labor Board as a possible means of breaking the impasse. The AFM action, after a three-day meeting, left the situation right where it was on Aug. 1.

Because both the Federal District Court in Chicago and the Supreme Court have now held that the AFM ban constitutes a "labor dispute", industry attorneys have urged an appeal to WLB. The fact that the ban, which forced cessation of all recordings last Aug. 1, has seriously interfered with the war effort, based on statements by important figures in public life, makes WLB intercession practically a mandatory course, it was held. In fact it is felt industry and labor are "obligated" to follow this course.

Chairman D. Worth Clark (D-Ida.), of the Senate Interstate Commerce subcommittee authorized to investigate the recording ban, said last Friday prior to his departure for a previously planned trip to Florida, that he would await developments during the week before deciding upon reopening the hearings.

Hearings were interrupted last January after the AFM president had agreed to draft a proposal, which resulted in the "fixed fee" plan of Feb. 15, whereby manufacturers and distributors of transcribed and recorded music would pay royalties into a union fund designed to reduce unemployment. This proposal was turned down by the transcribers and record companies Feb. 23, on the ground that it embraced "a startling new kind of social philosophy" which would require Congressional and other Governmental action.

Conditions More Critical

Senator Clark said he would call his six-man subcommittee together on his return, to appraise the situation and decide whether a direct appeal to President Roosevelt should be made to use his wartime powers to break the impasse. Following the testimony of Petrillo before his Committee, the Senator said that as a last resort he would be disposed to carry the issue directly to the White House.

Conditions for both transcription companies and record manufacturers are becoming increasingly critical. In the radio field, a substantial amount of business is reported to have shifted from national spot to the networks, because of the unavailablity of musicians for recording work. Network and station staffs are not affected, but AFM members are barred from accepting engagements for transcriptions or phonograph records.

Mr. Petrillo, following the three-day session of his board in Chicago, told BROADCASTING last Thursday that AFM was "willing to listen to counter-proposals." He added "we don't feel that the negotiations should bog down, but the flat re-

(Continued on page 40)

TEXT OF PETRILLO LETTER

FOLLOWING is the full text of the letter of James C. Petrillo, AFM president, sent to the transcription and phonograph record signatories March 17 after a three-day meeting in Chicago of the AFM international board:

"The Executive Board of the American Federation of Musicians met to consider your answer to its proposals submitted to you. The members of the Board cannot escape the conclusion that you have failed to consider these proposals in good faith. No other conclusion can be deduced from the many specious arguments presented by you. In short you have failed to measure up to the test of good faith collective bargaining which requires submission of counter proposals.

"Particular Kind of Industry"

"Your letter contains many incorrect assumptions and many misstatements of fact. You incorrectly assume that our proposal is founded on a claim that there is an obligation in any industry to persons not employed by that industry solely on the ground that such persons belong to a given union.

"To begin with, we are dealing with a particular kind of industry, namely, one that has been built up exclusively by a mechanical invention that displaces human labor. In the second place, we are dealing with workers who are not employed in their craft precisely because of the creation, development and expansion of such an industry. We say simply that all those who benefit from the displacement of human labor should share the burden of the cost to the displaced workers. These workers are entitled to relief not because they happened to be members of a union but solely because they happened to be victimized by the same thing which benefits others. Their membership in the union does not give them the right, it merely provides for them the means whereby they seek to enforce that elemental right. This principle is recognized by many outstanding economists, among

(Continued on page 39)

Whiteman Named Blue Music Chief

Orchestra Leader to Finish Contract for Lever Bros.

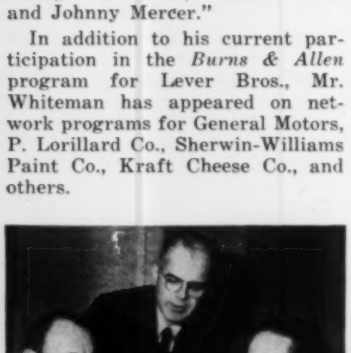
PAUL WHITEMAN, internationally-known conductor, has been named director of music of the BLUE, Mark Woods, network president, announced last week. Immediately following his appointment, Mr. Whiteman left New York for the BLUE studios in Hollywood, where he will headquarter until June. On the West Coast he will conduct concerts with the Los Angeles Symphony Orchestra and will complete his current engagement on the CBS *Burns & Allen* program, sponsored by Lever Bros. for Swan soap.

Returning to New York in June, Mr. Whiteman will be placed in charge of all musical programs on the BLUE, acting in a supervisory capacity, planning musical programs, cooperating in the production of new programs and serving as consultant on musical portions of current commercial broadcasts. To the BLUE Whiteman will bring his music library, considered one of the most comprehensive of its kind.

Helped Others to Fame

In announcing Mr. Whiteman's appointment, Mr. Woods said, "For a quarter of a century he has represented modern American music at its best; he has introduced the finest of contemporary compositions; he has introduced to the American public such outstanding conductors and composers as George Gershwin, Ferdie Grofe and Johnny Mercer."

In addition to his current participation in the *Burns & Allen* program for Lever Bros., Mr. Whiteman has appeared on network programs for General Motors, P. Lorillard Co., Sherwin-Williams Paint Co., Kraft Cheese Co., and others.



KING OF JAZZ, Paul Whiteman, becomes King of BLUE arpeggios and cadenzas, too. Mark Woods, BLUE president, is seen here signing contract with Mr. Whiteman, making him Director of Music, as Phillips Carlin, net's vice-president in charge of programs, approves. The new music director's headquarters will be in Hollywood for three months. After that in New York's Radio City.

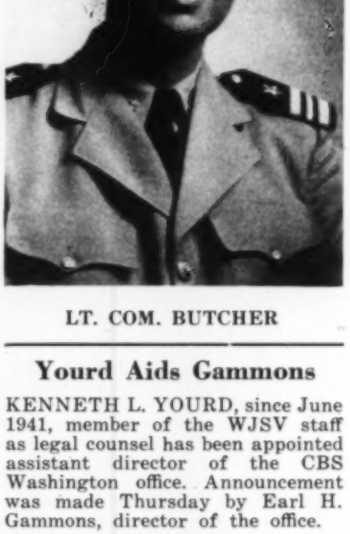
Lt. Com. Butcher of Gen. Eisenhower's Staff Pays His Family Surprise Visit

AFTER a nine-month sojourn in England and North Africa as Naval aide to Lt. Gen. Dwight D. Eisenhower, Lt. Com. Harry C. Butcher, former CBS Washington vice-president, returned to Washington last Wednesday on official business. He had no comment to make about the purpose of his visit to this country.

The former network official, one of the best-known and best-liked figures in the industry, surprised his wife and young daughter, Beverly, with an unheralded early morning arrival. His family lives at a Washington hotel with Gen. Eisenhower's wife.

In excellent health, except for a slight throat irritation acquired since his return, Com. Butcher was confined to his home Wednesday and Thursday, but reported to both Army and Navy headquarters on official missions the remainder of the week. He had been in North Africa since the campaign got underway, and prior to that was in London with Gen. Eisenhower. His position as Naval aide to the Army's Commanding General, a friend of long standing, is unique in military annals.

Com. Butcher renewed acquaintances with his many friends in public life and in radio around Washington. Prior to his return to his post, he plans to visit friends and former associates in New York.



LT. COM. BUTCHER

Yourd Aids Gammons

KENNETH L. YOURD, since June 1941, member of the WJSV staff as legal counsel has been appointed assistant director of the CBS Washington office. Announcement was made Thursday by Earl H. Gammons, director of the office.

TENTATIVE NAB PROGRAM

Palmer House, Chicago, April 27-29

TENTATIVE agenda for the NAB Radio War Conference at the Palmer House in Chicago April 27-29 was released last week by NAB Washington headquarters. Names of speakers were not given, pending confirmation, but will be released shortly.

The conference, being held in lieu of the NAB's 21st annual convention because of wartime operations and restrictions on travel, will be compressed into 2½ days, beginning on Tuesday and winding up at luncheon Thursday, April 29.

Monday, April 26, will be given over to advance registration and to meetings of various NAB committees, with the conference itself getting underway Tuesday morning.

Following is the tentative agenda:

MONDAY, APRIL 26

9 a.m. Registration
10:30 a.m. Program Directors' Committee
10:30 a.m. Sales Managers' Committee
2 p.m. NAB Bureau of Copyrights
2 p.m. Public Relations Committee
2 p.m. Research Committee
2 p.m. Engineering and Insurance Committees
2:30 p.m. Code Committee
3 p.m. Retail Promotion Committee
4 p.m. BMI Board
7 p.m. Accounting Committee
7 p.m. Labor and Wage and Hour Committees
7 p.m. NAB Board of Directors Dinner

TUESDAY, APRIL 27

War Manpower and War Materials

8:30 a.m. Registration
10:30 a.m. Manpower
1. Needs of the Army
2. Needs of Industry
3. Selective Service
4. How to meet the need

12:45 p.m. Luncheon
2:30 p.m. War and Materials
1. Operation of stations
2. Listeners
3. Operations under Fighter Command

8 p.m. (1) The Clear Channel, Regional and Local Groups are offered the opportunity to have meetings at this time (2) NAB Women Directors

WEDNESDAY, APRIL 28

8:30 a.m. Breakfast Round Tables
1. Selective Service and Manpower
2. Foreign Language
3. Tubes and equipment, gas and tires, listener problems, batteries, receiving sets
4. Music
5. Radio Management Club of Chicago

10:30 a.m. Radio Problems and the War
1. Censorship
2. The Government and Programs

12:45 p.m. Luncheon
2:30 p.m. Sales Problems during Wartime
1. Retail Promotion Committee plan
2. Petrillo recording ban
3. NAB Annual Meeting
a. Election of Directors-at-large
b. Vote on by-laws changes

8 p.m. "Sales—A Wartime Necessity"

THURSDAY, APRIL 29

8:30 a.m. Breakfast Round Tables
1. Censorship
2. Training courses—48-hour Week — Women
3. OWI
4. Sales Managers
5. The Recording Ban
6. Legislation and Taxation

10:30 a.m. The Role of Advertising in the War
1. Recommended standards for coverage maps
2. The role of advertising in wartime —a panel discussion

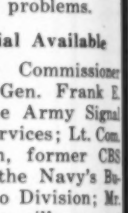
Resolutions and Adjournment of Conference

2:30 p.m. Meeting of New NAB Board of Directors

Group on Materiel Appointed by BWC

Equipment for Overseas Radio Studied; Corderman Boosted

CREATION of the International Broadcasting Coordinating Committee by the Board of War Communications and promotion of E. C. Corderman, chief of the facilities division of the Office of War Information, to the post of assistant chief of the OWI Bureau of Communications Facilities, were announced last week.



Mr. Corderman

The IBCC, composed entirely of Government representatives, is headed by FCC Commissioner T. A. M. Craven. It will advise the BWC on international broadcasting problems.

To Make Material Available

Serving with Commissioner Craven are Brig. Gen. Frank E. Stoner, chief of the Army Signal Corps Operating Services; Lt. Com. A. B. Chamberlain, former CBS chief engineer, of the Navy's Bureau of Ships Radio Division; Mr. Corderman, who also will represent the Coordinator of Inter-American Affairs as well as the OWI; Frank H. McIntosh, assistant to the director of the War Production Board Radio Division. Philip F. Siling, FCC International Division chief, will serve as committee secretary and FCC alternate for Commissioner Craven.

The new committee will study methods of making available necessary materiel to provide adequate international broadcast service for psychological warfare overseas. Manufacture of new shortwave equipment as compared with diverting required equipment from other sources and services will be studied by the group, which will hold military requirements as a primary consideration.

Mr. Corderman, widely-known engineer, is on leave from the AT&T for the duration. He first was loaned to the CIAA Dec. 1, 1941, and six months later he went to the OWI as chief of the facilities division.

Before Dec. 7, 1941, when amateur stations were ordered off the air, Mr. Corderman operated W3ZD at Chevy Chase, Md., a Washington suburb. He entered radio with KDKA, Pittsburgh, as an engineer. For several years he was coordinator of the Emergency Network of the American Radio Policy League in the Middle Atlantic and Southeastern areas.

On the floor of the House last Wednesday Rep. Celler (D-New York) paid tribute to the work of the OWI, particularly the Overseas Branch, in combatting Axis propaganda. He took issue with Rep. Taber (R-N. Y.), who criticized some of the functions of OWI.

Selective Service Cool Towards Radio

Handicap to Operations Is Held No Factor In Deferment

LOCAL DRAFT boards are not required to defer key men merely because their drafting would handicap a particular broadcast station, National Selective Service officials asserted last week in a new interpretation of policy. This statement was based on Selective Service policy that essential services must be maintained, but no particular unit of an essential service need necessarily be considered vital.

The interpretation was first revealed in a letter to a station in the New York metropolitan area that had protested the reclassification of a key man. Under signature of Maj. G. Tinsley Garrett, Selective Service wrote that local boards classify men on the basis of conditions as they are known to exist in the area.

Not All Deferrable

"Local Boards fully realize that radio communications has been certified to be essential to the war effort," he wrote. "This does not mean that every radio station is essential to the war effort," the letter continued.

"Consequently not all employes of all radio stations would necessarily be placed in a deferred classification because they occupied a position appearing in Occupational Bulletin No. 27," he explained.

Officials at Selective Service headquarters confirmed this stand, pointing out that no unit of an essential industry is assured protection from local boards. They said National headquarters certifies an industry as essential but that local boards must decide each case on its merits.

Although this would seem to indicate that draft boards conceivably could decide which station in a community of duplicating broadcast facilities would continue, E. K. Jett, FCC chief engineer and chairman of the BWC Coordinating Committee, said that BWC is the only agency authorized to decide whether a facility is essential.

Within the fortnight FCC had ruled that all broadcast stations should continue operations, and had imposed obstacles in the path of those which would suspend. [BROADCASTING, March 15]. At WPB, every effort has been made to supply critical replacement parts to all stations, and not a single prolonged technical failure has occurred.

Selective Service's coolness toward the essential industry occupational lists has been increasingly met by station managers seeking deferment in the local areas, reports indicate. War Manpower officials in Washington are now frankly admitting that the essential industry lists failed in the face of the intensified induction tempo.

For the past several weeks, WMC's Essential Activities Committee has been seeking a formula to revise lists to make them effective, but in light of cold mathematics applied to the draft-age manpower pool, members of the committee are not optimistic.

Few Young Men Left

One committee member told BROADCASTING that WMC estimates there will be less than 500,000 able-bodied men in the 18-38 group to spread among all essential jobs. He pointed to Maj. Gen. Lewis B. Hershey's prediction that 14 of every 16 men in the 18-38 able-bodied class would be in the armed forces, and that most of the remaining, numbering about 2,000,000, would be tied to the farm by act of Congress.

Selective Service, in adopting this stricter interpretation of the rights of a particular unit of an essential industry, is reacting to the general shortage of draft men, officials explained. They said as time goes on, draft boards will undoubtedly become less generous in granting deferments, and that they will no longer support all units of an essential industry. Lt. Com. P. H. Winston of Selective Service's manpower division, said this explanation of policy does not mean that local boards have been instructed to eliminate duplication of broadcast service, or any other essential service. He said it merely restates a fundamental Selective Service assumption that local boards must determine each case on its merits.

Essentiality Test

Even units which may not be considered essential by a local board need not necessarily suspend operations, he said, but they will not be permitted to protect draft-age men at the expense of more essential services.

Broadcasters will get a first hand explanation of the manpower problem next month when Lt. Com. Winston is expected to address the NAB War Conference in Chicago.

Officials at Selective Service headquarters could not guess the tests a local board might use in deciding which stations in a community were essential, pointing only to regulations that said: A civilian activity necessary to war production or essential to the war effort must meet one of the following tests: It must be engaged in filling a Government contract; it must perform a "governmental service directly concerned with promoting or facilitating war production"; perform a service, governmental or private, directly concerned with providing food, clothing, shelter, health, safety, or other requisites of civilian daily life in support of the war effort.

Admitting, however, that the choice would be a difficult one, they emphasized that as time went on, it was not unlikely that local boards might come to feel that areas with several stations might be maintaining broadcast facilities not essential to the war.

NLRB SPEEDS CASES OF SMALL EMPLOYER

A SHORTENED procedure to be applied by National Labor Relations Board regional offices in passing on requests for wage and salary changes is expected to facilitate the handling of hundreds of cases a week. Complicated statistical wage analyses will be elimniated to effect a saving.

New procedure is expected to lighten the burden on small employers and to speed upward wage adjustments necessary to eliminate cases of substandard living.

The shortened procedure will be used to correct interplant inequalities, substandard wages and inequalities for individuals and small groups. Considerable new authority has been given the local boards. For example, they may now use the shortened procedure in passing on adjustments effecting employers of 200 persons or less if the adjustments affect no more than 10 employes or 10% of them and do not exceed 5 cents an hour.

CENSORSHIP AS APPLIED to *Vox Pop* was discussed by this quartet in the studios of WJSV, Washington, during a special *Vox Pop* preceding the CBS broadcast, sponsored by Bromo Seltzer, originating March 15 from Walter Reed Hospital, Washington. Eyeing J. Harold Ryan (r), assistant Director of Censorship in charge of radio are (l to r): Parks Johnson, originator of the program; F. Bourne Ruthrauff, vice-president of Ruthrauff & Ryan, and Warren Hull, Mr. Johnson's partner.

24 Now Use NBC All-Station Hookup

Average Up 49 to 70 Stations Daytime, 76 to 99 at Night

SINCE the inauguration of NBC's full network plan in August 1942, 24 advertisers sponsoring 38 programs have taken advantage of the plan and are using the total list of 125 NBC stations. Computed on the basis of additional network time created by the plan, statistics show that operation of the plan has added 922 station hours a week since its initiation.

In a comparison of figures compiled as of March 1, 1942, and March 1, 1943, the average NBC network increased during the year's period from 49 to 70 stations in the daytime hours, and from 76 to 99 stations for programs broadcast between 6 and 11 p.m.

According to NBC, many top-ranking network features previously unavailable to station audiences in numerous localities are now being enjoyed in the nation's less populated areas as a result of the plan, while sponsors, at a slight added cost, have materially increased their coverage through effective facilities supplied by the added outlets.

Sponsors benefitting from NBC's full network plan and their programs are:

American Tobacco Co., *All-Time Hit Parade* and *Kay Kyser;* Bell Telephone System, *Telephone Hour;* Bristol-Myers Co., *Eddie Cantor* and *Mr. District Attorney;* Brown & Williamson Tobacco Co., *Red Skelton Show* and *Tommy Dorsey;* Colgate-Palmolive-Peet Co., *Can You Top This* Firestone Tire & Rubber Co., *Voice of Firestone;* F. W. Fitch Co., *Bandwagon;* General Electric, *Hour of Charm;* General Foods, *Aldrich Family, Jack Benny* and *Maxwell House Time;* H. J. Heinz Co., *Information Please;* Andrew Jergens Co., *Mr. and Mrs. North;* S. C. Johnson & Sons, *Fibber McGee & Molly;* Lever Bros. Co., *Tommy Riggs;* Lewis-Howe Medicine Co., *Treasure Chest;* Liggett & Myers Tobacco Co., *Fred Waring;* Miles Labs., *News of the World;* Philip Morris & Co., *Ginny Simms;* Pepsodent Co., *Bob Hope;* Procter & Gamble Co., *Abies Irish Rose, Ma Perkins, Pepper Young's Family, Right To Happiness, Road of Life, Truth Or Consequences, Vic & Sade;* R. J. Reynolds Tobacco Co., *Abbott & Costello;* Sheaffer Pen Co., *Upton Close;* Standard Brands, *Edgar Bergen, One Man's Family, The O'Neills;* Vick Chemical Co., *Dr. I.Q.;* Westinghouse Electric & Mfg. Co., *John Charles Thomas.*

Porter Twice for Ford

WITH SPRING and the planting season hard by, Earl Godwin, BLUE commentator and gentleman farmer, originally heard seven times weekly on *Watch the World Go By*, has reduced his broadcasts to five days a week, Monday through Friday. Roy Porter, BLUE commentator, who took over one of the broadcasts shortly after the series started, is now heard Saturdays. Ford Motor Co. sponsors the entire series. Agency is Maxon Inc., Detroit.

Senator Wheeler in Hospital, Action on FCC Bill Delayed

House Communications Subcommittee May Consider New Legislation Similar to Holmes Bill

DELAY in Senate action on the White-Wheeler Bill (S-814) was seen with the hospitalization last week of Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, which contemplates hearings on the measure to reorganize the FCC.

Senator Wheeler was admitted to the Naval Hospital in Washington for observation and treatment of an ear infection which resulted from a heavy head cold. His office said he probably would take no action on the communications measure until his return. How long he will be hospitalized is uncertain.

Two Autonomous Divisions

Meanwhile, appointment of a communications subcommittee of the House Interstate & Foreign Commerce Committee is expected shortly, to consider new communications legislation along the lines of the pending Holmes Bill (HR-1490), which in many respects parallels the White-Wheeler Bill by reorganizing the FCC into two autonomous divisions, one to handle broadcasting and related services and the other the common carrier field. Rigid limitations on the scope of the FCC's authority, notably in broadcasting, would be imposed under these measures.

It was expected that Rep. Bulwinkle (D-N.C.) would be named chairman of the House subcommittee. Whether the Committee will hold further hearings, supplementing those on the Sanders Bill (on which the Holmes measure is based) will depend upon the outcome of the Cox Select Committee inquiry into the FCC, slated to get under way next month.

Eugene L. Garey, New York attorney, general counsel of the Committee, and his chief assistant, Fred R. Walker, were in Washington again last week preparing the case and selecting personnel. No formal announcements have been made, however, as to the start of the inquiry, which will cover the operations of the FCC from its creation in 1934 and will delve deeply into activities of Commission members and personnel.

Little official reaction has been forthcoming to the White-Wheeler bill, which in addition to the provisions covering reorganization of the FCC and tightening up of appellate and procedural phases would introduce a new broad policy governing equal time for discussion of controversial issues. Senator Wheeler particularly has advocated such provisions.

FCC Chairman James Lawrence Fly, at his news conference last Monday, said he had not seriously studied the White-Wheeler measure, but that if it followed the pattern of the Sanders or Holmes bills his comment roughly would be the same. He opposed the Sanders measure at the hearings last year.

Fly Favors Code

Apropos the controversial issue phase, Chairman Fly said he was inclined to follow the policy of the broadcasting industry code promulgated several years ago through the NAB. The FCC, he asserted, encourages the idea of giving both sides of controversial issues equal time. In one or two decisions in the past, he recalled, the Commission had criticized editorial policies of stations on the theory that a station should be a free speech mechanism giving both sides in public debates.

FOREIGN LANGUAGE RULE IS REVISED

CENSORSHIP regulations providing that managements of foreign language stations make English translations of programs in other tongues are dropped, effective today (March 22), on order of J. H. Ryan, Assistant Director of Censorship in charge of broadcasting.

"We have been studying foreign language broadcasting in the U. S. intensively for six months," said Mr. Ryan. "Our study has shown that the original factors which prompted us to suggest that English translations be required no longer exist."

All foreign language broadcasters have been mailed copies of the revision, affecting Section III of the Code of Wartime Practices for American Broadcasters, edition of Feb. 1, 1943 [BROADCASTING, Feb. 15]. Edward H. Bronson, chief of the Radio Division foreign language section, will leave Tuesday for Texas, Arizona, New Mexico and Southern California to confer with foreign language broadcasters.

Weekly Radio Salary Up Again In 1942, Average Now Is $52.32

MAINTAINING its level as one of the highest paid—if not the highest—industries, the average weekly compensation for the broadcasting industry in 1942 was $52.32, an increase of approximately 7% over 1941.

Functional employe data released last Friday by the FCC, covering the typical work week which began Oct. 11, showed an aggregate of 22,954 employes for the 1942 week, as against 23,666 for the corresponding week (Oct. 12) of 1941. The 1942 figures, however, covered only 791 stations and nine networks (national and regional), whereas those of the preceding year were for 817 stations, three major network and five regional networks.

The average weekly payroll for 1942 was $1,200,864, as against $1,138,249. The per capita increase, therefore, was found to be 6.86%.

Of the total number of station and network employes last year 2,635 were listed as executives of all departments. The average weekly compensation was $100.09. The average for general managerial posts was $140.32, while commercial managers drew an average of $104.77.

Station Average

For individual stations, the average general manager's pay was $133.11, and that of commercial managers $100.94. Chief engineers averaged $65.55, program managers $62.50, and publicity directors $70.71. The average pay of a network executive was $337.73, but only 30 such general managers were tabulated.

Of the total of 22,954 executives and employes for networks and stations, 18,890 were employed by the 791 standard broadcast stations. The average pay was $50.16, a year ago station employes drew an average of $45.15.

District Data

By districts, the FCC breakdown revealed that in the northern district of the country 12,383 employes drew an average wage of $53.2 weekly. Of the total, 1,452 executives averaged $108.56. In the southern district 3,855 employes averaged $40.11 weekly. Of this total 697 executives averaged $74.14. In the western district there were 2,652 employes averaging $50.1 weekly. The 391 executives averaged $86.16 weekly.

Summary of data for fulltime employes of 9 networks and 7 standard broadcast stations as reported to the FCC for the week beginning Oct. 11, 1942 follows:

Particulars	Total 9 Networks and 791 Stations			Total 9 Networks			Total		
	Number	Compensation	Average	Number	Compensation	Average	Number	Compensation	Average
Number of Stations	.....	.....	.....	.....	.....	.....	.....	791	.....
Executives:									
General managerial	935	$131,201	$140.32	30	$10,732	$357.73	905	$120,469	$133.11
Technical	522	34,762	66.59	7	1,005	143.57	515	33,757	65.55
Program	497	33,085	66.57	18	3,149	174.94	479	29,936	62.50
Commercial	417	43,689	104.77	17	3,313	194.88	400	40,376	100.94
Publicity	109	8,219	75.40	13	1,431	110.08	96	6,788	70.71
Other	155	12,769	82.38	10	1,108	110.80	145	11,661	80.42
Total, executives	2,635	263,725	100.09	95	20,738	218.29	2,540	242,987	95.66
Employes (Other than executive):									
Technical:									
Research and development	105	7,201	68.58	44	3,735	84.89	61	3,466	56.82
Operating	4,184	205,969	49.23	546	35,206	64.48	3,638	170,763	46.94
Other	295	9,121	30.92	15	501	33.40	280	8,620	30.79
Program:									
Production	953	47,854	50.21	272	17,543	64.50	681	30,311	44.51
Writers	728	28,173	38.70	61	3,355	55.00	667	24,818	37.21
Announcers	2,842	121,015	42.58	67	4,749	70.88	2,775	116,266	41.90
Staff musicians	2,058	139,744	67.90	333	40,407	121.34	1,725	99,337	57.59
Other Artist	1,345	77,393	57.54	625	40,296	64.47	720	37,097	51.52
Other	1,033	42,300	40.95	402	18,170	45.20	631	24,130	38.24
Commercial:									
Outside salesmen	1,417	97,163	68.57	104	12,198	117.29	1,313	84,965	64.71
Promotion and merchandising	522	26,098	50.00	291	15,932	54.75	231	10,166	44.01
Other	413	15,071	36.49	236	9,762	41.36	177	5,309	29.99
General and administrative:									
Accounting	818	29,182	35.67	174	7,319	42.06	644	21,863	33.95
Clerical	949	22,593	23.81	108	2,880	26.67	841	19,713	23.44
Stenographic	1,106	28,089	25.40	121	3,218	26.60	985	24,871	25.25
Other	1,146	29,941	26.13	531	15,491	29.17	615	14,450	23.50
Miscellaneous	405	10,232	25.26	39	1,862	47.74	366	8,370	22.87
Total, employes	20,319	937,139	46.12	3,969	232,624	58.61	16,350	704,515	43.09
Total, executive and employes	22,954	$1,200,864	$52.32	4,064	$253,362	$62.34	18,890	$947,502	$50.16

● This is the last advertisement of a series describing the Plusses that Station WHO offers advertisers. Naturally it deals with the final purpose for which every advertiser spends his money—*results*.

WHO produces better results for advertisers than any other station in Iowa. There are many reasons for this. They begin with the fact that WHO is 50,000 watts—also include the facts that WHO has greatest primary coverage, greatest secondary coverage, best program service, largest staff, greatest popularity. *But perhaps all reasons are most easily summed up in this one statement:*

WHO takes in more money for time and talent than all other stations in Iowa combined!

That's plus No. 6 for WHO. You want most *results* per radio dollar in Iowa. You get them with WHO, and only WHO! . . . Write for complete details, proof. Or ask Free & Peters!

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

Watch Firm Sets Contest by Radio

Nationwide Schedule Planned In War Essay Competition

KEY STATIONS throughout the country will be a major means of promotion for the unique "Time For Victory" contest which Helbros Watch Co., New York, plans to conduct from about April 1 through Oct. 30, 1943, as an intensive campaign to sell War Savings Stamps totaling $5,000,000 through retail jewelers.

The contest, based on the question "When Will This War End?", will be open to anyone purchasing a War Stamp and submitting the official entry blank obtainable through retail jewelers. At the end of the contest, Helbros will present $2,500 in War Bonds to the person answering that question best in 25 words or less, together with the closest estimate of the day, hour and minute of victory.

Helbros watches, retailing at $57.50, also will be awarded to the 101 persons with the next most successful answers. If the war has not ended by Oct. 30 of this year, the company plans to close the contest anyway, awarding the prizes on the basis of the best reasoning shown in the 25-word statements.

According to Ray-Hirsch Adv. Agency, New York, handling the acount, the station list will not be announced until the end of March. Campaign will consist of spot announcements and two-minute transcriptions available to local jewelers as attention-getters for the contest, as well as some five-minute recordings explaining the patriotic objectives behind the campaign's theme slogan "Give Your Time to Victory."

Huge Television Volume After War Is Foreseen

PREDICTING that television will be one of the greatest of all postwar industries, reaching a volume of a billion dollars a year, Harry Boyd Brown, of Philco Corp., told a Pennsylvania State College audience last week that addition of sight to sound in radio will be more significant than the effect sound had on sight in the moving picture industry.

"Television adds sight to sound —it adds the motion picture to the radio voice and certainly that is a far more vital contribution to radio than the addition of sound was to the motion picture," Mr. Brown said. He added that soon after the war's end an Atlantic Seaboard television chain will be set up with relays 40 to 50 miles apart.

Kellogg on 'Breakfast'

KELLOGG Co., Battle Creek, Mich. (Pep), on a 52-week contract starting April 5 will sponsor a daily quarter-hour participation in *Breakfast at Sardi's* on 133 BLUE stations, Monday through Friday, 11-11:15 a.m. (EWT). Placement is through Kenyon & Eckhardt, New York.

OKLA. STORE CHAIN USING 21 STATIONS

AS THE RESULT of a plan worked out by the Oklahoma Network for "a network of radio stations for network retail department store advertising," the C. R. Anthony Co., department store chain with headquarters in Oklahoma City, has signed for a daily newscast on the seven stations of the Oklahoma Network, plus five independent outlets in the state and nine stations in Texas and Kansas.

The Oklahoma Network stations provide the basic coverage pattern, supplemented by the five independent outlets to complete the primary coverage of all Anthony store trade territories in the state. Stations in market areas outside the State are KGNC KRGV KSAL KWEW KFRO KIUL KPDN KWBW KBWB. Supplementary Oklahoma stations include KWON KSWO WBBZ KHBG KASA.

Contract for the package deal on a total of 21 stations is for 52 weeks.

WKNY Changes

STAFF CHANGES at WKNY, Kingston, N. Y., include appointment of George S. McGinley as general manager and Martin Weldon, program director. Mr. McGinley had been commercial manager of WTTM, Trenton, and during the last nine years had been with WBAB and WPG, Atlantic City. Mr. Weldon had been with WINS, New York, as continuity director and member of the announcing staff.

Lt. J. L. Carroll Jr.

LT. JAMES L. CARROLL Jr., 24, former sports and special events announcer of WCSC, Charleston, S. C., was killed March 12 when the Army plane he was piloting crashed at Orlando, Fla.

Lt. Carroll

Jim Carroll entered radio as parttime announcer at WCSC during his college days at the College of Charleston. Following his graduation he joined the station's staff as fulltime announcer, specializing in sports. In January 1942 he enlisted in the Army Air Corps.

Although announcing was his business, music was Lt. Carroll's hobby and at one time he composed a Mass. He was active in Charleston dramatics, having taken leading roles in two Dock Street Theatre productions.

Born in Auburn, N. Y., Oct. 10, 1918, Lt. Carroll moved with his family to Charleston in 1939. He studied for two years at Notre Dame, completing his university work at the College of Charleston. He was a member of the Newman Club and was active in Catholic circles.

Lt. Carroll is survived by his mother and sister. Requiem High Mass was sung in Charleston at his parish church last week.

AFTER THE PREMIERE of Milton Berle's new show for Campbell Soup Co., Camden, N. J. on CBS March 3, Harvey P. Jones, Campbell advertising manager (l) paid his compliments to the comedian. Series is heard Wednesday 9:30-10 p.m. Agency is Ward Wheelock, New York.

Vano Coast Discs

CHEMICALS Inc., Oakland (Vano), on a 52-week contract starting April 19 will sponsor a weekly quarter-hour transcribed program titled *First Reader*, on KNX, Hollywood. Other West Coast stations will also be included. Firm in addition currently sponsors a weekly quarter-hour commentary featuring Dean Dickason on four CBS California stations (KNX KQW KARM KROY), Sunday, 9:15-9:30 p.m. (PWT). Sidney Garfinkle Adv. Agency, San Francisco, has the account.

Fred D. Fleming

FRED D. FLEMING, 47, news editor of KLZ, Denver, died suddenly March 10 following a heart attack. Death came at the home of John H. Hopkins Jr., member of the KLZ news staff, with whom Mr. and Mrs. Fleming were having dinner.

Mr. Fleming

A veteran of the First World War in which he served in the Navy, Mr. Fleming was for several years a well-known newspaperman in the West. He once served as city editor of a Denver newspaper and as bureau chief of the Associated Press, Denver.

In 1935 he joined KLZ, organizing what has become one of the country's outstanding radio newsrooms. Mr. Fleming enjoyed one of the widest acquaintances of any newsman in the Rocky Mountain area, not only in radio and newspaper circles but with public officials and the general public. He was prominently identified with sports and figured in many of the fish and game policies adopted by the State of Colorado.

A native of Imperial, Neb., Mr. Fleming had spent the major part of his life in the Rocky Mountain region. He is survived by his wife and a son, Fred Jr., student at the U. of Colorado.

POT 'O GOLD WORKS

WPRA Broadcast Aids Labor Wage Adjustments

FACED with the job of locating thousands of transient Puerto Rican laborers who were entitled to wage adjustments totaling about $800,000, the U. S. Dept. of Labor Wage & Hour Administration in the Caribbean area found a solution by adopting the "Pot O' Gold" formula.

Literally hundreds of workers responded to broadcasts on WPRA Mayaguez, listing names of workers entitled to back wage restitutions ranging from $1.50 to $1,000 according to Russell Sturgis, Wage & Hour Administration territorial representative.

GAG WRITER RULE PROBED BY ARMY

REPORTS from the West Coast last week that the Army had issued a directive permitting servicemen to write for commercial radio pictures or the theatre on their own time drew a denial from the War Dept., Washington, that any such move had been taken. It was learned that officials of the Army Bureau of Public Relations were conducting an investigation into a single incident in which one former radio writer was given permission by his commanding officer to do a commercial script during his "off duty" hours.

Although the War Dept. declined comment pending a complete inquiry, it was pointed out that policy has forbidden soldiers to participate in outside business, once they put on the uniform. A directive prohibiting such extra activities was issued by the Adjutant General's Office last year after announcement had been made that Sgt. Ezra Stone, former star of the *Henry Aldrich* program, had signed a contract to continue his radio work after he entered the Army.

With many of radio's top gag and dramatic scriptwriters in the service, agencies, networks and independent stations have been faced with the problem of finding new writer-talent. Despite that shortage in industry, however, it was learned that high-ranking Army officials look with disfavor on permitting soldiers to carry on outside work. They explained that when a man goes into uniform he is, in fact, on duty 24 hours a day and therefore has no "off duty" time in which to write.

Spanish Discs

TRANSCRIPTIONS of the three weekly quarter-hour Spanish lessons which the radio programs department of Time Inc. has been conducting on WQXR, New York since January, are available to stations on a sustaining or local sponsorship basis. Five stations have already signed—KARM, Fresno; KTSA and KMAC, San Antonio; WNBZ, Saranac Lake, N. Y.; KMOX, St. Louis. Series, titled *Let's Learn Spanish*, runs for a 39-week period, and is transcribed by General Sound Studios, New York.

XUM

Coyotes ... and Concertos

We are 21 miles from the nearest Movie theatre and 50 miles from nearest town (San Bernardino) where we may hear real classical programs and see artists in person; or attend lectures, etc. Thus radio is doubly precious to us, and we are most thankful to the National Broadcasting Company and all the artists and fine announcers and commentators

Question: How does one assay the many, many such letters received by the National Broadcasting Company in appreciation of its programs of public service?

Answer: As *the pure gold of friendship.* Of value to this country at war. Of value in creating cultural unity for a brighter future. Of value, also, in establishing network audiences for the 60 advertisers now using NBC as their advertising medium.

Listen for the NBC chimes

These services are among the benefits of the American system of free radio ...

This is the NATIONAL BROADCASTING COMPANY

Big War Bond Drive Planned in April

Treasury to Mobilize All Stations for Campaign

AROUND-THE-CLOCK War Bond programs on all four major networks, with similar programs scheduled on hundreds of independent stations, will open the Treasury's $13,000,000,000 Second War Loan Drive April 12, Secretary Morgenthau announced last week.

The Treasury mobilized radio behind its greatest financing effort through combined planning of the OWI, the NAB, the networks. All promotional activities in connection with the drive are under Stuart Peabody, advertising director of the Borden Co., on leave for the campaign [BROADCASTING, March 15].

Morgenthau's Wire

First indication of the Treasury's plan to make an all-out radio appeal occurred when Secretary Morgenthau telegraphed all station managers that the networks had already promised an entire day of Bond selling April 12 on all sustaining and commercial programs. He pointed out that individual stations in the past have cooperated, and asked the aid of both network affiliates and independents.

600 Already

Other messages were sent the stations by OWI Chief Elmer Davis, FCC Chairman James L. Fly, and NAB President Neville Miller. As BROADCASTING went to press, the Treasury reported almost 600 stations had telegraphed their intention to cooperate with Radio Day.

Altogether the radio drive for the Second War Loan will run approximately three weeks, the Treasury said, but plans for programming following the opening day are not complete. On the day preceding the drive, Sunday, April 11, however, the Treasury plans a special live show. During the remainder of the drive, special events, including film stars, special *Treasury Star Parade* transcriptions and announcements will be offered. Mr. Morgenthau asked stations to submit plans and suggestions.

The radio drive will be directly under Vincent F. Callahan, Treasury Dept. Director of Radio, Press and Advertising, with details in the hands of Marjorie L. Spriggs, Treasury radio chief.

Miss Spriggs said the networks and cooperating stations will blanket their day with Bond programs, and that one or two stars will spearhead the drive on each network.

In addition, all stations will receive live copy to be substituted in the OWI Announcement Plan package in place of other OWI messages. Treasury is also distributing a special half-hour *Treasury Star Parade* transcription.

Other programming ideas will be supplied by NAB, which will issue a special bulletin, an OWI fact sheet, and a special edition of the War Finance Committee News with suggestions for local promotion.

Secretary Morgenthau emphasized that quotas and amounts raised by stations would not be published, as "this is a cooperative not a competitive effort". Regional OWI and Treasury Field Officers will work directly with stations.

The committee planning the campaign includes: Mr. Peabody. Mr. Callahan, Miss Spriggs, C. E. Arney, NAB secretary-treasurer; Art Stringer, NAB director of promotion; Douglas Meservey, OWI Deputy Chief of Radio Bureau; Merrill (Pete) Barnum, deputy chief, OWI New York Radio Bureau; Eugene W. Sloan, executive director, War Savings Staff; Don Stauffer, chief of Radio Bureau, OWI; Nat Wolff, deputy chief, OWI Hollywood Radio Bureau; James Rogers, OWI liaison with the Treasury.

TOP OF THE DIAL—SO WTOP, TOO

WJSV Hard to Remember, So Washington Letters Changed by CBS to "Spell a Word"

A SHIFT in call letters—from WJSV to WTOP—last week was authorized by the FCC for the CBS key station in Washington, effective April 4.

Carl J. Burkland, general manager, announced the change had been sought for listener convenience since surveys have disclosed that call letters which spell a word are more easily remembered by listeners. The call WTOP also will associate the station with its position on 1500 kc., at the top of the standard broadcast band.

CBS, it is understood, contemplates a rather intensive local advertising campaign to promote the changeover. Efforts to obtain the new call have been under way for some time by Earl H. Gammons, CBS Washington director, and Mr. Burkland. It was first necessary to procure abandonment of the call by the police radio station in Tiffin, O., which has used it for some time.

Mr. Burkland said that surveys made over several years have indicated that the call WJSV has been "a source of confusion to many listeners, particularly since they no longer had any significanec with any slogan or person associated with the station." WJSV was taken over in 1932 from the late James S. Vance, whose initials were used in the call.

BATTERIES AWAIT WPB ZINC STUDY

WPB ACTION to eliminate the shortage of farm radio batteries is expected shortly, with at least two agencies ready to advise the powerful Requirements Committee that immediate production is necessary and possible.

The Office of Civilian Supply last week completed a program designed to put rural radio on a basis of reasonable operating efficiency. At the same time, Consumer's Durable Goods Division, which must authorize minerals and materials necessary for production, is surveying commodities competing for the nation's limited zinc supply.

It is understood that zinc allocations in the past, with vastly curtailed civilians use of the metal, have met military schedules and there is an indication that sufficient zinc may soon be available to allow replenishment of dry cell battery stocks.

MONEY, MONEY, MONEY! The Oklahoma Publishing Co., owner of WKY, Oklahoma City, offered prizes to employes who turned in winning ideas on saving vital materials, bettering working conditions and economy of operation without loss of quality throughout the organization. First week of the contest found WKY's George M. Hamaker and Daryl McAllister among the winners. Gazers at money are (l to r): Engineer Jack Lovell, WKY's representative on the suggestion committee; Hamaker; Gayle V. Grubb, WKY manager, and McAllister.

House Group Asks Grade Label Study

Committee Reports Favorably On Halleck Resolution

AN INVESTIGATION of grade labeling and other standardization programs of war agencies was approved by the House Rules Committee Thursday, which voted to report favorably a resolution introduced by Rep. Halleck (R-Ind.).

The resolution, as approved by the committee, also provides for an investigation of any Government plans to curtail production of newsprint. As introduced, the resolution is intended to determine whether standardization programs "which upset our normal competitive economy" are necessary to win the war [BROADCASTING, Feb. 8, March 1]. Thus far this year a 10% reduction in newsprint and magazine consumption had been effected.

Within War Effort?

Much of the momentum behind the measure resulted from attacks on OPA's order for grade labeling of the 1943 fruit and vegetable pack. The Halleck Resolution would have the House Interstate Commerce Committee determine whether standardization could within the war effort. OPA Chief Prentiss Brown said last month that the grade labeling order would be enforced.

Addition of the newsprint investigation to the Halleck measure is expected to solidify support for its adoption. Rep. Cox (D-Ga.) commented that newsprint reduction and standardization of brands, leaving "nothing for anybody to advertise, would be a terrible blow to the newspapers."

In the face of Congressional attacks, OPA has stated that the labeling requirement was adopted as a rationing mechanism, and that it will not have any effect on advertising, since brand names are retained, with labels merely stating which of three Dept. of Agriculture grades of food are within. Rep. Halleck said, however, that he understands there are proposals to grade some commodities, "to take off the brand names and put on some grade or victory name."

Hurd on WNAC

Mr. Hurd

VOLNEY HURD, radio editor of *The Christian Science Monitor*, well known commentator on international broadcasts, has started a thrice-weekly 15-minute news period on WNAC, Boston. Mr. Hurd, since the war has shortwaved allied messages to the European underground. He has served the *Monitor* in various capacities, including that of city editor, and has been the directive force behind the paper's radio pattern.

XUM

This little budget went to WORL, Boston

Harvard U. To Conduct Survey Of Radio as Retailer Medium

Prof. C. H. Sandage, Who Directed Broadcasting Census of Dept of Commerce, to Head Study

A DETAILED study of radio as an advertising medium for retailers, service establishments and manufacturers with local distribution has been authorized by Harvard U.'s Graduate School of Business Administration, with Prof. C. H. Sandage, of Miami U., Oxford, Ohio, retained as visiting professor of business research.

Prof. Sandage

Prof. Sandage, while with the Department of Commerce in 1935-37, conducted the original special census of broadcasting for the Bureau of Foreign & Domestic Commerce. This became the forerunner of the FCC's annual analysis of broadcast station and network operations. His leave from Miami to undertake the Harvard study is for a year.

In a letter accompanying questionnaires sent to retail establishments and to broadcast stations, Prof. Sandage said the purpose was in line with the school's effort toward increasing efficiency of various business tools and practices. The retail advertising study is to analyze use of the medium in the hope that the results will be helpful "as a guide to present and future users of radio."

Will Publish Result

The firm questionnaire was sent to retail establishments which have used radio. Results of the study will be made available to the entire retail field and to the broadcasting industry. The questionnaires are confidential.

Cooperating firms are asked to supply data covering the length of their use of radio advertising, overall expenditures for advertising of all types, percentage spent for radio, and percentage of current advertising budgets earmarked for radio.

With respect to 1942, stores are asked the specific purpose of the radio campaign—whether it was for goodwill, to promote a particular department, or to sell specific merchandise or service.

Types of radio time used (spot announcements, programs of ten minutes or more, or other) are sought in a breakdown, along with the percentage of the budget so spent. Also sought is the type of program material used and the appeals used in the commercials, such as style, service, price, etc.

Organization Studied

Stores are asked to specify the economic group they reach (low, medium or high). Opinions are sought on whether the results were successful and the degree of success. The manner in which programs were organized and prepared (advertising departments, station personnel, agency, or combination) is asked. Final questions cover sales volume in 1942, stations used, type of business, statistical evidence of results.

The station questionnaire elicits information on total number of accounts, number of local accounts, volume of local business, percentage of local revenue from various types of accounts, rate differentials between national and local, percentage of local business through advertising agencies, and related data.

New Eno Series

J. C. ENO (U. S.) Ltd., Bloomfield, N. J., on April 15 will start a campaign for its "effervescent sparkling saline" on WJZ, New York, using a half-hour recorded program titled *Hollywood Radio Theatre*. Aired Thursday, 10:30-11 p.m., the series will present well-known stars in dramatizations of stories by Mary Roberts Rinehart, Damon Runyon and other writers. Music will be provided by a 27-piece orchestra conducted by Mahlon Merrick. Radio advertising will be confined to WJZ for the present. Atherton & Currier, New York, is the agency.

In Room 102

FOR A WEEK WGL, Fort Wayne, had been announcing Room 102, Court House, as the place to send entries in the Allen County Salvage Slogan Contest—but all of a sudden it was changed. It was learned that Room 102 was the ladies' rest room. The correct number is Room 105!

Dif Cleaners

STARTING OFF just as housewives are beginning to plan their spring cleaning, Dif Corp., Garwood, N. J., begins a schedule of participations on women's programs around the first of April for Household Cleaner and Hand Cleaner. Dif will use *Market Basket* on WGY, Schenectady, Ruth Well's program on KYW, Philadelphia, and Mary Margaret McBride's five-weekly series on WEAF, New York. Contracts are for 52 weeks. Grey Adv., New York, handles the account.

Agency-WOR Billings

FOR THE second successive year, Ruthrauff & Ryan and Young & Rubicam hold first and second place, respectively, in the list of 10 advertising agencies placing the most business on WOR, New York, during 1942. According to the WOR list, the remaining eight agencies in order are: Erwin, Wasey & Co.; Neff-Rogow; J. Walter Thompson Co.; BBDO; Newell - Emmett Co.; Compton Adv.; Franklin Bruck Adv. Agency, and Arthur Rosenberg Co.

REPORTERS OF GROAN and grunt have taken the count themselves —in the interests of blood donation to the Red Cross. It happened in connection with a mass contribution by these members of the Sports Broadcasters Assn. (l to r): Ted Husing, Nurse H. Schutt, Red Barber (holding a Mutual mike as the event was broadcast), Tom Slater, and on the table, Dave Driscoll. Broadcast encouraged radio listeners to give a pint of blood to save the life of a soldier, who is wounded in action.

Post-War Planning Is Urged by Hooper

'Father' of Navy Radio Retires After Brilliant Career

POST-WAR planning in electronics must be given serious consideration now or there "will be chaos in the industry when the armistice finally comes."

With that warning, Rear Adm. S. C. Hooper, USN, retired last Monday from active duty after completing a distinguished career in the Navy, which had included leading posts in radio and communications. His last post was General Consultant for Radio, Radar and Underwater Sound Equipment in the Office of Inspector of Naval Materiel, New York.

Adm. Hooper

In World War I Admiral Hooper directed and built radio communications for the Navy from an infant industry. Long known as the "father" of Navy radio, the admiral had served as Director of Naval Communications, chief of radio liaison for the Chief of Naval Operations and chief of the radio division of the Bureau of Engineering. His career began in 1907, upon his commission at graduation from the Naval Academy at Annapolis.

Radio Achievements

In his retiring statement Admiral Hooper declared: "The electronics industry as a whole and the individuals contributing in a thousand ways to the improvement and production of electronics for the armed services are earning the right to great pride for their war record. American ingenuity in new developments, as well as our superior mass production, is already having a telling effect on our enemies. We lead the world in this branch. Such ingenuity will give more and more the edge necessary for victory."

Although cautioning that it "would be dangerous to the present war effort to think too much about the post-war situation in the electronics field", he asserted "we must be planning nevertheless.

"As the industry has done so much for the Navy and for me personally," he added, "I plan to devote the immediate future to assisting it in every way possible, not only in the present war effort, but in preparing for post-war conditions."

Lit Bros. on WFIL

LIT BROS., Philadelphia department store, has started a 10-minute nightly series on WFIL, Philadelphia, called *Hot Spot on the Map*, explaining cities and countries involved in the war. Program is promoted in newspaper, poster and store monthly paper ads. It is written by Jane Richter of the store staff, and handled by Edward Fielding, free-lance announcer.

There's Not Another LIKE IT!

This simple monogram of the letters "YD" is a poignant symbol to the people of New England for it is the emblem of the Yankee Division—their own group of fighting men—which won fame and glory on the battlefields of France in 1918. The Yankee Division took part in many important engagements, foremost among which were the Chemin-des-Dames action; the Marne counter-offensive; the attack which succeeded in pushing in the west side of the St. Mihiel salient; and the routing of the Germans in the Argonne. For their bravery, daring and devotion to duty, 239 members of this famous unit were honored with the Distinguished Service Cross. And today, the young men of New England are capably upholding the glorious traditions which their fathers in the Yankee Division established twenty-five years ago.

★ ★ ★

For more than eighteen years, the letters WTIC have been a symbol of service and integrity. That is why the people of Southern New England turn to WTIC when they desire entertainment or information of a high standard. That is why national advertisers have found it profitable to use WTIC to cover this lucrative market. And that is why we can proudly say

There's Not Another LIKE IT!

WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

BMI Cites Figures in Reply to Bratton

Up to Broadcasters to Cull Bad Music From Good, Says Tompkins

By MERRITT EDWARD TOMPKINS
Vice-President and Manager, Broadcast Music Inc.

MR. TOMPKINS

ANSWERING VERL BRATTON, general manager of WREN, Lawrence, Kan., whose article criticizing BMI appeared in the March 15 BROADCASTING, M. E. Tompkins, vice-president and manager of BMI, explains some of the functions of his organization. He takes issue with Mr. Bratton on several points and agrees with him on others. Like Mr. Bratton, Mr. Tompkins is a musician. He also has wide experience in the music publishing and advertising agency fields.

INASMUCH as Verl Bratton's communication in the March 15 issue of BROADCASTING concerns itself chiefly with the quality of BMI music, for which I am primarily responsible, I am undertaking an answer which I hope may justify your editorial consideration. We are indebted to Mr. Bratton for giving to BMI's problems objective, critical thought, and in common with him we urge that all station and program managers should give thought to our mutual problems.

The major part of Mr. Bratton's article concerns itself with the quality of much of the material which is being shipped to stations, as an example of which he sets forth the lyric of a composition entitled "Sweat Shop Blues". This is not published by BMI, but by an affiliate.

Mr. Bratton truthfully says, "Never until the days of BMI did musical directors have need of such large waste baskets". I personally share Mr. Bratton's adverse opinion of the song to which he refers. The song is, however, no more unsuitable than much of the music published by ASCAP publishers. One of the differences between ASCAP and BMI, as licensors, is that BMI distributes music gratis to its licensees while ASCAP does not. No music distributed by BMI, other than that bearing the BMI imprint, costs the broadcaster or BMI one cent.

Gratis Distribution

We have established the policy of sending out, on behalf of BMI affiliated publishers, any music which is published at their expense, and of which these affiliates are willing to furnish free copies provided only that the music is not, in our opinion, a copyright infringement or indecent in character. For us to go further would be to assume the role of a censor of taste. We feel that we should not presume to direct what an affiliated publisher shall offer for broadcast so long as it may be performed without risk of law suit.

Therefore, included in every bundle of music that broadcasters receive from BMI is some material which is excellent in quality, some of which is borderline, and some of which is bad. Occasionally a song which might to us seem quite useless for broadcast purposes, will fill the needs of some stations. In some cases, indeed, a song which many program directors would consider useless achieves hit proportions. It is quite possible that some program directors would not have recognized, from an initial review of the manuscript, that the "Hut Sut Song" was destined to be a hit.

In any event, any music which the program director decides to discard can be tossed into that "waste basket" without any more expense than the time consumed in glancing at it. I doubt if it would be wise for us to refuse to send out music in which some affiliated publisher has enough confidence to invest money in its publication and to send out free copies.

Best Sellers in England

What we must not lose sight of is that in the bundle which contains the useless composition are also contained a good quantity of hit tunes. The very bundle which contained "Sweat Shop Blues" also contained several compositions which have reached hit proportions. I am personally no believer in the lists of "most performed compositions" included in the so-called "sheets" because I am aware of the many factors, other than the inherent merit of the music, involved in winning a place on these "sheets". However, within the last few weeks the following compositions, exclusively licensed by BMI, have appeared conspicuously and regularly on the sheets—"Brazil", "I Don't Believe in Rumors", "When the Lights Go On Again", "I Wish, I Wish, I Wish", "There's an F.D.R. in Freedom", "Canteen Bounce", "It Started All Over Again", "I Heard You Cried Last Night", "That Soldier of Mine", "Do I Know What I'm Doing", and "Don't Cry". For a better proof of quality, may I call Mr. Bratton's attention to the fact that during the last few weeks five numbers licensed by BMI, including one published by BMI, have appeared at the top of the list of best sellers among sheet music in England.

With one statement that Mr. Bratton makes I must differ sharply. Mr. Bratton writes: "The fact remains that as a source of new music, BMI is, in my opinion, a complete washout."

Fortunately, we have factual information with respect to the extent to which BMI music is used. This is because of our very complete and accurate logging of the performances of our affiliated stations. Mr. Bratton's station, for instance, logged its programs for the month of December 1941 and December 1942. His own logs reveal an increased use of BMI music. In December 1941 30% of the musical performances on WREN were of BMI material. In December 1942, 35% of these performances were of BMI material. A more conclusive example may be drawn from the statistics of the entire industry.

BMI Shows Increase

BMI's highest quarter in number of performances was that which ended Sept. 30, 1941. During this quarter ASCAP was off the air and BMI had a virtual monopoly. This quarter, therefore, shows the maximum possible number of BMI performances, the fullest use made of BMI music during a time when broadcasters had no other major reservoir of music available to them. Our checks are now going out to affiliated publishers and to composers for the quarter ending Dec. 31, 1942, a period when ASCAP music had been back on the air for more than one year. The number of performances in this period for stations and networks combined is 40% as great as during our highest quarter when ASCAP music was unavailable.

This percentage, moreover, excludes the works which BMI has under the blanket type of license which does not require logging, such as the works contained in the catalogues of E. B. Marks, G. Ricordi, E. C. Schirmer, M. M. Cole and Jewish Society. While we are far from satisfied with this ratio, we feel that if someone had told a broadcaster before BMI was formed that stations would still be relying on BMI for more than 40% of their performances after ASCAP was back on the air, he would have been called over-optimistic.

It is true that this use results not only from the currently published numbers but from BMI's large backlog. I assume that all of our licensees are aware of the fact that BMI has sharply curtailed the output of music published by it (as distinguished from that merely licensed by it) since the return of ASCAP to the air. During 1941 BMI published an average of 75 popular titles per month in both sheet music and orchestration form. We have now reduced our own output to the normal basis maintained by other publishers. Our more than 400 affiliated publishers have always maintained a normal schedule of production. Our backlog of standard, salon and classical music has been steadily increased. Our first index, published in 1941, contained approximately 35,000, and the index now in the process of printing, which will be distributed in April, contains approximately 100,000 titles.

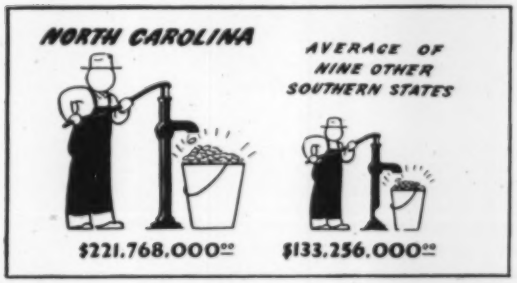
No Relaxation

Having answered the points in Mr. Bratton's letter on which I feel that he is misinformed, I now want to come to the portions of his communication that seem to me to be thoroughly constructive. First, however, I should like to clear up one additional misconception. No one at BMI is self satisfied or has relaxed his efforts. We all feel that the industry has engaged us to be dissatisfied with BMI's accomplishments and continually to strive for the betterment of BMI's all-over service to its licensees. We are constantly studying, planning and working to that end. We all desire that BMI's music be improved in quality, and we have already obtained the approval of our Board to plans for expansion which will, we think, definitely improve the output of our material.

We have instituted program managers' meetings which have been mutually profitable to broadcasters and to us, and which will be continued. We have engaged Mr. Ray Harlow, a man thoroughly experienced in program building, to bring to the attention of our licensees the music of good quality distributed by BMI, and to maintain constant and direct contact with program

NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE



CASH INCOME AND GOV'T. PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY

VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives

managers. To date over fifty program managers have attended our meetings, and these program managers are convinced that BMI is sending out music which is thoroughly usable by broadcasting stations. The letters now going out over Mr. Harlow's signature, at the time when our sheet music distribution takes place, are simplifying the task of program managers in selecting the material which is most usable, and in culling out that which shows the least promise of usefulness. The plans which we have presently underway, therefore, address themselves to the very problems to which Mr. Bratton refers.

On one point in Mr. Bratton's letter, all of us at BMI wholeheartedly concur and this is a point on which I believe he would join with me in placing special emphasis. That constructive point is that BMI cannot operate successfully without the cooperation of the broadcasters. The public decides what will become hits but it selects from what it hears on the air. Therefore, it can safely be said that it is broadcasters who create the popular tunes. We at BMI will do our utmost to find new music of quality for broadcasters. At that point we must at least in part rely upon the efforts of broadcasters to make that music popular.

Economical Source

Mr. Bratton's letter does not relate to the cost of BMI and yet this is so important that I cannot refrain from at least a brief mention of it. Up to this very moment the broadcasting industry has paid to BMI almost 1½ million dollars less than the industry would have paid to ASCAP in 1941, had ASCAP been on the air. I point out, in addition, that at the present time, stations are paying to BMI only about 25% as much per dollar of revenue as they paid under their first contracts. BMI is today the most economical source per use which broadcasting stations have of music. This has been done, moreover, in the face of a steady increase in the rates paid to affiliated publishers and composers—payments today are being made at the highest rate in BMI's history.

Again may I say that this statement of BMI's accomplishments should not be taken as an indication that BMI executives are satisfied with it. We recognize that there is great room for improvement. We are genuinely grateful to Mr. Bratton for having indicated how strongly he desires that improvement to take place. Some of the matters to which he refers, such as more aid to program managers in the use of the music, have already had attention.

Basically the problem is, as Mr. Bratton so correctly points out, a mutual problem. The joint effort of BMI and of stations will make BMI better. But don't hold a wake over us now. We are, as the facts and figures show, very much alive today.

GREAT LIFE, THIS ARMY

It's Tough, But Fun, Writes Joseph R. Spadea; He's Slated for OCS

REMEMBER him? He's Pfc. Joseph R. Spadea, who as a station representative has pounded pavements in New York, Chicago, Detroit and points East and West for Edward Petry & Co. and Joseph H. McGillvra.

Because he became incensed over Axis tactics, Joe tossed over the 15% business some months ago to take a fling at Army life. He is stationed at Truax Field, Madison, Wis., and is engaged in technical training for the Army Air Forces, preparatory to O.C.S. training.

"Little Rough"

Want to know a little about Army life for a radio man? Here's what Joe has to say:

"Have been transferred up here to radio school for a little mechanical training. The work is a little rough but am enjoying it very much.

"For instance, we have to fall out of bed every a.m. at 5, do our barracks chores, eat and be ready for the first class at 7 a.m. We go to school until 2 p.m., with an hour break for 'chow' at 10 a.m.

"Right after school we hit the dusty roads and snowy pastures for 1½ to 2 hours of calisthenics. This job is a rough course for we older men — but again it's fun. Have lost my second front and 25 pounds to boot. Feel like 21 all over again.

Hopes to Pass

"We don't have much time to fool around. We study very much after calisthenics up until 9 p.m. —at 9:30 lights are out and we're in bed at that time. They insist on all students getting at least 7 hours' sleep. Next Tuesday we start on the swing shift from 11 p.m. to 6 a.m. and they (former students) say it's a tough racket.

"So far have shown up well in my work and expect to pass with good grades.

"We get one day a week off and spend that time at the A. F. Wisconsin library trying to keep ahead of our instructor. The old Army game of outfoxing the teacher.

"After my 12 weeks, I'll be shipped back to Patterson Field, Dayton, O., where I'll appear before the board for my O.C.S. training in the Air Forces.

PFC. JOSEPH SPADEA

"This Army life isn't as bad as some people think. It's really fun if one makes up his mind to like it and to get whatever good he can out of it. Had I known the Army was so much fun before, I would have been in it long before this.

"You know, there are a lot of friends I'd like to write in the broadcasting business, but time does not permit me to do so. Your publication is the only way I could possibly say hello to them and to let them know what I'm doing. If you have a few inches of space, would appreciate your looking over the enclosed item for a possible release."

Newest Champ

WOODY WOODS, war program manager of WHO, Des Moines, disputes claim of Jim Cooper, WBNS, Columbus, that he is world's champion bond seller of the broadcasting industy. Record of the Corn Belt station is $2,203,050. Bob Burlingame, managing editor of the *WHO Evening News*, and Herb Plambeck, WHO farm news editor, are chief bond sellers. Cooper claimed to have sold over $2,000,000 as of late February.

P & G Serial Plans

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on March 22 starts for 52 weeks sponsoring the five weekly quarter hour dramatic series, *I Love A Mystery*, on CBS Monday through Friday, 7-7:15 p.m. (EWT), with West Coast repeat 8:15-8:30 p.m. (PWT). Built around the fictional A 1 Detective Agency, series is written and produced by Carleton E. Morse. Ernie Martin has been assigned CBS production contact on the show. Regular cast includes Mike Raffetto, Barton Yarborough and Gloria Blondell. Series takes over time formerly utilized by Amos 'n' Andy when sponsored by Campbell Soup Co. Agency is Ward Wheelock Co., New York.

Tom Clark Named Arnold's Successor

Dallas Attorney Experienced In Anti-Trust Litigation

LITTLE change in the overall anti-trust policies of the Dept. of Justice is foreseen with the designation of Tom C. Clark, of Dallas, as Assistant Attorney General, succeeding Thurman Arnold, now on the Court of Appeals for the District of Columbia.

Mr. Clark was nominated last Tuesday by President Roosevelt for the Assistant Attorney Generalship, and the appointment awaits Senate confirmation, expected this week. He has been with the Department since 1937 and has served under Mr. Arnold.

Await Supreme Court

The new appointment is not expected to have any direct bearing on pending anti-trust suits involving broadcasting operations. These include anti-trust proceedings against the American Federation of Musicians and against NBC and CBS, alleging violation of the statutes because of exclusive contracts, time options and other business practices originally complained against by the FCC in its chain-monopoly regulations.

The latter cases, however, have been in suspension awaiting Supreme Court decision on appeals brought by the networks, now expected after April 5, in view of the highest tribunal's recess.

Coincident with Mr. Clark's nomination, President Roosevelt submitted the name of Hugh B. Cox, of Washington, for the new post of Assistant Attorney General in charge of a division handling maritime activities and dealing with enemy aliens and alien properties. Mr. Cox formerly was with the Anti-Trust Division under Mr. Arnold.

Was Regional Director

Mr. Clark is 43, and practiced law in Dallas for 15 years before joining the Department's Bureau of War Risk Litigation in 1937. He moved to the Anti-Trust Division in 1938, specializing in cases brought under the 1937 Agricultural Marketing Act and the Wages & Hours Act. He was sent to New Orleans in 1939 by Mr. Arnold as head of the Anti-Trust Division's field office, and a few months later became regional director of the Division's West Coast offices at Los Angeles.

Attorney General Biddle named Mr. Clark coordinator of the Alien Enemy Control in the Western Defense Command a month after the war began, and called him back to Washington last May to direct the War Fraud Unit.

The Litigation Section of the Anti-Trust Division is headed by Holmes Baldridge, who assisted Mr. Arnold in the preparation of the pending radio cases.

As simple as Push-Button Control...

SPOT BROADCASTING

GIVES YOU WHAT YOU NEED!

...exactly When and Where you need it!

Spot Broadcasting gives you all the power of radio on a sensible market-by-market basis. Instead of a pre-determined group, you pick each market by size, by condition or by location to fit your selling needs... and you get the best station everywhere because *you* select each one regardless of network affiliation. And you pick the broadcast time to reach ready-made audiences of your kind of customers with announcements or programs of any type. That way budgets are fitted to sales volume or potential in this flexible *market-wise* advertising!

Should you know more about Spot Radio... more about what it can do for the efficiency and effectiveness of your advertising now, whatever your budget? Then talk to your John Blair man about it. He has plenty of marketing and merchandising facts... plenty of facts on many of the nation's leading radio stations that you can most profitably use.

• An interesting, informative booklet, "Spot Broadcasting," will be sent on request to advertisers and their agencies together with a list of John Blair markets and radio stations.

JOHN BLAIR & COMPANY

Chicago
New York
St. Louis
Los Angeles
San Francisco

EXCLUSIVELY REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE UNITED STATES

Dominant NBC Basic Station In This Area

SELLING TO A RICH, BUYING MARKET

WDEL

1150 KC
WILMINGTON
DELAWARE

WDEL reaches an area—Delaware, southern New Jersey, and parts of Maryland and Virginia—which is booming for it is located right in the heart of the nation's greatest production area.

Covering this buying market with 5,000 watts day and night, WDEL is doing an outstanding job for scores of advertisers.

Your advertising dollars spent on WDEL can pay you rich returns in profitable sales —write:

•

Sales Representative:
PAUL H. RAYMER CO.
New York · Chicago
San Francisco

Purely PROGRAMS

PHILADELPHIA'S air raid wardens and associated groups selling War Bonds at civilian defense posts are featured in a Sunday half-hour series, *The CD Block Busters*, on WFIL, Philadelphia. Guests of honor are prominent officials and air raid wardens who have had interesting experiences selling War Bonds. Written and produced by Don Martin, production manager of WFIL, and m.c.'d by Harold Gross, the programs are presented with the cooperation of Lit Bros. department store.

* * *

Food Dehydration

INTERVIEWS with Mrs. Elba Bohannon, noted food authority, and series of daily announcements on WCBI, Columbus, Miss., brought rural listeners to remote school houses to hear about food dehydration. Plans are now being made for regular broadcasts on WCBI to rural listeners about food processing, program to be sponsored by the Four County Electric Power Assn., which used radio for the first time as a test in informing rural people of times and places of demonstration of the new food dehydration process.

* * *

Salute to Heroes

MEMBERS of the armed forces who have been honored for bravery will appear personally, when available, on *Salute to Our Heroes*, over WSAI, Cincinnati, in a 15-minute program presented on alternate Sundays in the interest of the 1943 drive of the War Bond Committee of the Hamilton County Savings and Loan Assn. A member of the serviceman's family will represent him when he is unable to appear.

* * *

Service Stars

FIRST HOUSE displaying a service flag on a street picked at random is where Ty Tyson, of WWJ, Detroit, stops for a story. If he finds one, the engineer records the interview with some member of the serviceman's family. The 15-minute program, *Service Stars*, is broadcast on Wednesday and Friday evenings and usually includes three interviews. Sponsor is J. L. Hudson Co.

* * *

News Angles

COMBINING spot news, features and editorials, a morning quarter-hour program started on WIBG, Philadelphia, March 1, sponsored by Erlanger Brewing Co., Philadelphia. Roy Neal handles news and commercials; Esther Morris does special features, women's and rationing news, and editorials are read by Douglas Arthur. Program was placed through J. M. Korn Agency, Philadelphia.

* * *

Nostalgia

ENTERTAINMENT by recalling "the good old days" through tunes and questions which suggest memories is the aim of *Remember When*. A new series in WCKY, Cincinnati, written by Elmer Dressman and produced by Al Bland.

Air Magazine

A MAGAZINE of the air, *Highlights For Today*, is broadcast on Sunday evenings by the Canadian Broadcasting Corp. over its national commercial network for the National War Finance Committee. Program carries the by-line of well known names in Canadian writing and entertainment fields. Gordon Sinclair, feature writer, is handling interviews which tie in with current events. John Collingwood Reade, news commentator, conducts the program's book and screen review department. Lorne Greene, CBC newscaster, interviews noncelebrities on the state of the nation. Songs are featured by members of the *Canadian Army Show*.

* * *

Our Stake

ILLUSTRATING the American way of life and what the United Nations have at stake in the war, WHOM, New York, with City College of New York, is to present two series of 17 German language educational programs. First six subjects on successive Sunday evenings beginning March 7 are titled *The American Way of Life*. Second series from April 18 through June 13, same time, is titled *Our Stake in the War*. Members of City College faculty will present papers by distinguished educators of Columbia U. and Hunter College as well as of City College.

* * *

Points on Points

INTERPRETATION of point-rationing, how best to plan a meal of rationed and unrationed foods and other tips to housewives are featured by Peggy Cave in her new program *Points on Points*, 8:15 a.m. Monday through Friday on KSD, St. Louis, sponsored by the Carey Salt Co. Latest news on food rationing is interspersed with music. Program is being promoted by posters and window streamers for retail dealers and by an embroidery transfer offer.

* * *

Nuts Amuck

PROGRAM listings of other area stations are given on *Mania, Inc.*, a screwball-comedy type show on WSNY, Schenectady 6:30-7 p.m. daily. Prefaced by the announcement that the program "is presented against the better judgment of the station's management," show also lampoons staff artists and management of WSNY. Several sponsors participate.

* * *

For 10-Year Olds

A PROGRAM designed for 10-year-olds has been arranged by WLIB, Brooklyn, as a Sunday morning half-hour feature. Songs, animal and fairy stories, and various contests are interspersed with talks and dramatizations on health habits and character building. A listener's club is another feature.

* * *

For Farmers

WGN, Chicago, and the Farm Credit Administration are presenting a series of Saturday morning quarter-hour programs to explain to farmers the work of the Government farm bureaus.

WOV's NOMINEE for "Miss United Nations" is Laine Solg (r), who was introduced to the radio audience by Alan Courtney, m.c. of the New York station's *1280 Club*. Selected by the station from 1,400 applicants in a contest in conjunction with the motion picture industry, Miss Solg has been touring Canada and the U.S. for Russian War relief. In newspaper accounts of her personal appearances, WOV gets mention.

NEW TYPE OF MAP FOR MAIL COVERAGE

A MAIL MAP based on an analysis of 120,000 pieces of audience mail has been published by WOW, Omaha, as "the first standard mail map ever issued".

Called "A Collector's Item for Timebuyers", the map is based on standards recommended by the American Assn. of Advertising Agencies Timebuyers committee, the Radio Executives Club and the Research and Advertising Bureaus of NAB. It shows WOW listening statistics in primary, secondary and tertiary areas and the contour of 164 field strength tests.

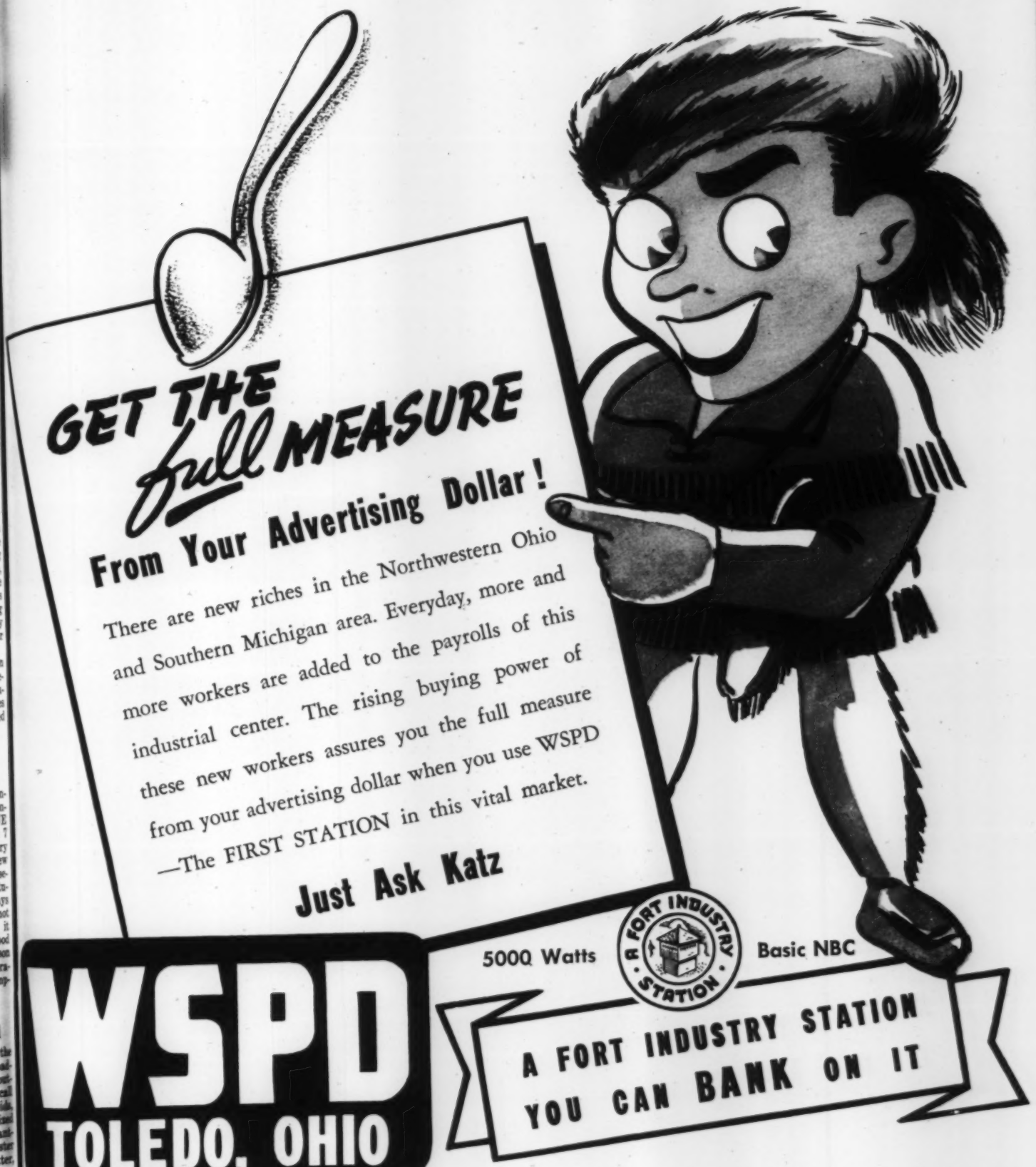
Copies of the map, contained in an explanatory brochure, are being distributed to business executives by request, and 1,000 copies will be sent by NAB to all licensed broadcasting stations.

Mystery for Williams

J. B. WILLIAMS Co., Glastonbury, Conn., which currently sponsors *True or False* on the BLUE for its shaving cream, on April 7 will start a half-hour mystery drama on five stations of the New England regional network, the series to be fed from an NBC studio in New York, Wednesdays 7:30-8 p.m. The company has not announced the detective story it will sponsor, but it is understood that Nero Wolfe or Perry Mason stories are both under consideration. Agency is J. Walter Thompson Co., New York.

WASH Signal Deleted

THE FCC last week granted the request of the King-Trendle Broadcasting Corp. to cancel the outstanding license and delete the call letters of WASH, Grand Rapids, Mich. The move merely formalizes the FCC's action on Feb. 16 granting WOOD, Grand Rapids, sister station using the same transmitter, fulltime instead of sharing time with WASH. This is in accord with the FCC's policy of favoring the use of only one set of call letters where only one operation is involved, as in the case of WOOD-WASH.


GET THE full MEASURE
From Your Advertising Dollar!
There are new riches in the Northwestern Ohio and Southern Michigan area. Everyday, more and more workers are added to the payrolls of this industrial center. The rising buying power of these new workers assures you the full measure from your advertising dollar when you use WSPD —The FIRST STATION in this vital market.
Just Ask Katz
WSPD
TOLEDO, OHIO
5000 Watts
A FORT INDUSTRY STATION
Basic NBC
A FORT INDUSTRY STATION
YOU CAN BANK ON IT

WBAL DEDICATES SATURDAY, OCT. 2
TO
"WOMEN AT WAR"
WBAL Dedicates Saturday, December 12th
to the
UNITED STATES ARMY
WBAL Dedicates Saturday, March 13th, to
CIVILIAN DEF
WBAL Dedicates Saturday, January 23rd
to the
AMERICAN RED CROSS
WBAL Dedicates Saturday, November 14th
to the
UNITED STATES NAVY
SPECIAL FEATURES FOR "NAVY SERVICE DAY"
WBAL
WBAL DEDICATES SATURDAY,
INDUSTRY AT

SPOTLIGHTING EACH PHASE OF THE WAR EFFORT

"I am a woman. Two of my brothers are in the service. I want to help the war effort in every way possible. What fields of activity are open to me?"

"My boy is in the Navy. What kind of a life is he leading?"

"I expect to be in the service soon. What is army life like?"

"How about the Red Cross? Is there any work I can do to help the Red Cross in its wonderful war work?"

"Perhaps I should take a job in a war industry. But is there any place for my particular skills? And how do I go about getting a job?"

"Is there an opportunity for me to serve in Civilian Defense? What should I do?"

WBAL has set out to answer these questions and to give listeners the facts about every phase of the War Effort by frequently dedicating an ENTIRE DAY to some specific war activity.

These "days" are publicized in full page ads in the Baltimore News-Post.

We, of WBAL, know that the people in our area want to do everything possible to bring about victory, and we are using all our facilities enthusiastically to help them participate fully.

Represented Nationally by **EDWARD PETRY & CO., Inc.**

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

BROADCASTING and Broadcast Advertising

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SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING PUBLICATIONS, Inc.

Executive, Editorial And Advertising Offices
National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager • BERNARD PLATT, Circulation Manager
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HENRY S. LIEBSCHUTZ, Art Director

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Barrel Bottom

NEXT MONTH—April 27-29—the industry gathers in Chicago for its first War Conference, under NAB auspices. Nearly a year ago, the NAB held its last annual convention, after the nation had been in this global war six months.

At that meeting uncertainty and confusion were rampant. Radio had undertaken a Herculean task as a war arm. It was breaking new ground daily, almost hourly. The job was being done, haphazardly perhaps in the eyes of broadcasters, but it won the acclaim of Government and public alike.

In the months that have elapsed, many elements of doubt have been resolved. But there are others still with us that will remain until the war is won. A year ago, business was uncertain. There were the early war problems of censorship, Government programming, the equipment shortage, manpower, Interceptor Command (now Fighter Command) differences over "radio silence", along with the perennial peacetime headaches of radio.

In retrospect, remarkable things have been accomplished. Censorship has been invoked under a voluntary code with hardly a ripple of controversy; OWI has done a respectable job of channelling Government programs, though there still are rough spots; the equipment shortage, which threatened closure of many stations, has been alleviated through the highly efficient work of WPB and its radio heads, Ray P. Ellis and Frank H. McIntosh. And the threatened business upheaval, thanks to judicious industry management, failed to materialize.

The problem that looms largest now is manpower. Despite classification of broadcasting as an essential industry, the drain on personnel has continued more or less unabated. Daily, key men are being pulled from important posts on stations and networks. Replacements are well-nigh impossible all down the line. The larger operations, by virtue of more attractive "big league" offers, find it possible to wean away members of smaller station staffs. And the little fellows, in no few instances, are operating with less than skeleton staffs and with makeshift organizations.

There can be no question of radio's status as an essential industry. But there is serious question about the ability of all elements in the industry continuing their efficient peak wartime operation without adequate personnel. It isn't a problem peculiar to radio—practically all of the 30-odd industries classified as essential are experiencing similar difficulties.

At the Chicago War Conference, the keynote will be radio's wartime functions. Government officials have been asked to attend and counsel with industry spokesmen on means of improving radio's war effort contribution and of coping with the myriad questions constantly arising in a war economy. Nonessential projects—those not identified with wartime operations—have no place at this important session, which is justified only because the broadcasting industry is geared so closely to the war, as a sort of deputy of Government maintaining swift, intimate and human contact with the people.

Everything possible is being done in Washington by industry spokesmen to cope with the manpower problem. Radio, with an overall personnel of only some 20,000, is but an infinitesimal factor in the quest for an armed force of 12,000,000. There is no disposition to claim that radio's present personnel roster constitutes an indispensable minimum. But at the pace men are being withdrawn, not only for armed services but for civilian Government work, the bottom of the barrel soon will be reached.

Manpower, we think, is the No. 1 problem at the War Conference.

Without Malice

JUST A MONTH ago the Cox Select Committee to investigate the FCC announced the appointment of Eugene L. Garey, New York attorney of excellent background and standing, as its chief counsel. The appointment came after the House overwhelmingly had voted for the inquiry and after harsh words had been uttered on the House floor against the FCC's stewardship and particularly its chairman, James Lawrence Fly.

The investigation then had all the earmarks of becoming a knock-down-drag-out fight, largely between two men—Chairman Eugene E. Cox (D-Ga.) of the Committee and Mr. Fly. Charges of "Gestapo" tactics and of Communism and draft-dodging were hurtled by the Georgian against the Commission and its personnel. There were counter-allegations of an impropriety by Judge Cox of representation of a Georgia station before the FCC, with Mr. Fly seeking Dept. of Justice intercession.

Since Mr. Garey's appointment, the deluge of charges and counter-charges has stopped. The Committee counsel hasn't indulged in name-calling. Data is being collected by the Committee without publicity or headline hunting. It is evident that he and his staff, thus far in any event, propose to conduct a thoroughly businesslike, lawyer-like and proper inquiry into the FCC, its personnel and its policies, as the House resolution provides.

There is reason for gratification over the manner in which Mr. Garey, and his chief aide Fred L. Walker, of Detroit, have pursued the preliminary study. The broadcasting industry, of course, is vitally interested in the outcome because upon it will depend the type of regulation to which it will be subjected. An investigation which would result only in mud-slinging and name-calling could only bring chaos. One aimed toward ferreting out the facts with a view toward remedial legislation will clarify the position both of the FCC and the industries affected.

We hope the Cox Committee continues its indicated course toward a fact-finding study looking to equitable regulation of communications within the bounds of Congressional intent. There no longer can be any doubt that the present FCC majority has gone far afield.

Reformer Gremlins

A NEW pass at curtailment of advertising, as a war economy measure, is being undertaken on the Washington war front by so-called consumer reform groups. Since the war's advent these anti-advertising groups have attempted to use a number of devices to force elimination of brand name advertising and now, with civilian supplies of goods diminishing gradually, they apparently are trying for another all-out effort.

In informed Washington circles it is reported that the new campaign, to urge cutting down on, or the complete abandonment of, advertising for the duration, already has been launched by groups following the Consumers Union pattern. The contention is that advertising should be trimmed to the point where companies will limit space and time purchases to just enough to move goods available for sale. It is argued that current advertising is being done largely as a means of tax avoidance.

These reform groups aren't likely to get very far with their new effort. Price Administrator Prentiss Brown, in weeding out OPA, appears to have eliminated a substantial portion of the radical fringe element. Before he took over the OPA helm, grade-labeling of certain commodities had been introduced, but even that now is being resurveyed, with the possibility that the plan may be revoked.

Advertising already has performed outstanding service in the war interest. The job being done, at practically no government expense for time or space (none whatever for radio time) on bond sales, salvage campaigns, blood plasma, point rationing education and service enlistments, has been such as to head off any summary action in responsible quarters. The cost is being absorbed by the advertisers and the media. The Advertising Council, representing all private groups, has cooperated ably down the line.

While it appears, at this writing, that the reformers are being kept at bay, these sporadic forays by the consumers attest to the need for a constant state of alert on the Washington regulatory front by the entire advertising fraternity.

We Pay Our Respects To —

JAMES MILLAR LeGATE

JOURNALISM lost a great editorial cartoonist but radio gained a greater promotionist when James Millar LeGate finally gave up an ambition to become an artist to enter the advertising promotion field.

As a result of his change of heart, brought about by disappointments as an editorial cartoonist and layout man, plus the fact that his job folded up beneath him, Jim LeGate today is general manager of WIOD, Miami, and doing a bang-up job for radio.

For 15 years, by his own admission, Jim had the usual trouble in grammar and high school in Elgin, Ill., where he was born Dec. 11, 1901. He felt studying wasn't necessary but somehow managed two years of high school before moving with his parents to South Bend, Ind. in 1916. An auto accident and sickness delayed his studies for five years but he finally was graduated from the South Bend high school.

Displaying some talent for art, Jim decided against college and entered the Chicago Academy of Fine Arts. Finances wouldn't permit a second year so he found a job at Sears, Roebuck & Co., Chicago, and studied art with Myer-Both at night. A year later he returned to South Bend and talked himself into a job as layout man and editorial cartoonist on the *News-Times*.

After three years in that job he was transferred to the advertising department as salesman, at his own request. Five years later the paper changed hands and that's when Jim's job folded up. He connected with the *Indianapolis News* as promotion manager. He recalls that the heavy schedule of trade journal advertising scared the "daylights" out of him but a cooperative boss with a kind understanding helped him to do a job and gain a world of experience.

Two years later Jim LeGate's boss joined the *Dayton* (O.) *Daily News* as advertising director and took Jim along as promotion manager. When ex-Gov. James M. Cox, owner and publisher of the *News*, the *Springfield* (O.) *News & Sun* and the *Miami Daily News*, bought a radio station and moved it to Dayton as WHIO in 1935, Jim LeGate was assigned to handle the station promotion.

For a while he divided his time between the Cox newspapers and radio. In 1938 Jim went to Miami to direct promotion for the *Daily News* and WIOD, which Mr. Cox had acquired. Late in 1940, when Mr. Cox purchased the *Atlanta Journal* and WSB, J. Leonard Reinsch was transferred as manager of WHIO to manage WSB. Jim LeGate was sent back to Dayton to take over WHIO.

Three years later, almost to the day, Mr. LeGate returned to Miami as manager of WIOD. He has promoted everything from Bible contests to water carnivals. His greatest compliment for promotion work, he considers, came from his boss after a dismal failure of one stunt. Said the boss, "Jim, even in a flop, you're colossal." Mr. LeGate still takes a keen interest in all station promotion and he manages to keep a finger in it from time to time.

He is married and has a 10-year-old son. He has been appointed to virtually every civic committee in town. When time permits he enjoys tennis and swimming and (off-the-record) he still likes to dabble in art. Once he took up boxing but quit because he "got tired of leading with my schnozzle all the time".

SCHUYLER ENSELL, formerly with BBDO, and the Spot Sales Division of CBS, has joined the sales staff of the New York office of John Blair & Co., station representative.

Personal NOTES

GEORGE L. MOSKOVICS, sales promotion manager of CBS western division, addressed the Seattle Adv. and Sales Club March 2 on post-war conditions in advertising. Ed Buckalew, station relations manager of the Columbia Pacific Network, and H. J. Quilliam, general manager of KIRO, Seattle, were also present.

CAPT. PAUL R. HEITMEYER, former manager of KLO, Ogden, Utah, is stationed at Fort Francis E. Warren, Cheyenne, Wyo., in the Quartermaster Replacement Training Center. He is serving in the Administration School teaching Quartermaster Organization.

RALPH G. TUCHMAN, of the BROADCASTING editorial staff, was inducted into the Army March 15 at Washington and ordered to report to Camp Lee, Va. He was named acting corporal.

KAY MacEWEN, salesman of WSRR, Stamford, Conn., has been seriously ill with influenza. George Backus, former salesman, expects to enter the Army shortly.

SOCS VRATIS, sales manager of KGVO, Missoula, Mont., is a member of the newly-formed Better Government Council of Missoula. James Alden Barber, assistant manager, has been appointed to the Community Music Council.

KARL SUTPHIN, former associate editor of *Golfdom* magazine, has joined the sales promotion staff of WLS, Chicago.

MARSHALL S. NEAL, general manager of KWKW, Pasadena, Cal., is taking a three-week orientation course for civilians at Fort Leavenworth, Kan.

D. MARSHALL WALKER, account executive of KPAS, Pasadena, Cal., has joined the Marines.

RALPH BLOCK has resigned as assistant regional director of the Office of Civilian Defense, San Francisco, to join the OWI as deputy chief of operations in a foreign field.

BEN McGLASHAN, owner of KGFJ, Los Angeles, now a captain in the Coastal Patrol, is stationed in San Benito, Tex.

LEE WYNNE, continuing as Los Angeles studios manager of KGER, Long Beach, has been appointed commercial manager.

WENDELL B. CAMPBELL, general sales manager, has been named assistant station manager and director of operations of KMOX, St. Louis.

CHARLES C. PALMER, at one time media director of Lavin Co., Boston, has joined the BLUE sales staff.

JESS JONES, sales manager of KTMS, Santa Barbara, Cal., has been inducted into the Army.

JOHN McDONALD, NBC vice-president in charge of finance, has returned to New York after Hollywood conferences with Sidney N. Strotz, western division vice-president.

JULES STEIN, president of Music Corp. of America, Beverly Hills, Cal., talent service, has recovered from injuries received in an auto accident.

DAN CARR has been appointed manager of CJKL, Kirkland Lake, Ont., being promoted from production manager.

LLOYD MOFFAT, general manager of CKBI, Prince Albert, Sask., is the father of a baby boy.

KMAC License Assigned To Howard W. Davis

VOLUNTARY assignment of license of KMAC, San Antonio, from W. W. McAllister and Howard W. Davis, doing business as The Walmac Co., to Howard W. Davis, trading as The Walmac Co., was authorized March 16 by the FCC. Total consideration is $35,000. Mr. Davis, who has been general manager of KMAC since 1933, purchased 50% of The Walmac Co. in December, 1942, from Mr. McAllister.

In 1938 Mr. Davis purchased 33 1/3% of KPAB, Laredo, Tex., and became its president. Mr. McAllister was also associated with KPAB as part owner and secretary-treasurer. Mr. Davis owns the Starkist Co., San Antonio, manufacturers of Starkist toothpaste.

Stephen Vincent Benet Dies of Heart Attack

STEPHEN VINCENT BENET, 44, noted American author and poet, who had been devoting much of his time lately to writing material for radio programs, died suddenly March 13 at his home in New York after a heart attack. Among broadcasts for which he provided scripts, whole or in part, were the "Your Army" portion of *This Is War, Dear Adolf*, and others.

Mr. Benet became ill prior to a scheduled appearance March 7 on NBC's *Lands of the Free* series, and died before he could finish an Easter program on which he was working. He is survived by his wife, three children, a brother and a sister.

Owens Heads WRDO

ARTHUR OWENS, chief announcer of WCSH, Portland, Me., has been named manager of WRDO, Augusta, replacing Jack Atwood who was commissioned a first lieutenant in the Marine Corps. Mr. Owen since 1940 had been with WCSH, operated by the same management as WRDO. Albert W. Smith, commercial manager of WCSH, has resumed his position, after being honorably discharged from the Army at Camp Edwards, Mass., where he served in public relations.

KHUB Changes

ROGER R. HUNT, formerly of KOIN, Portland, Ore., KROY, Sacramento, and the McClatchy Broadcasting Co., San Francisco, is manager of KHUB, Watsonville, Cal., after a staff reorganization. John Oliveira, formerly with RCAC in Bolinas, Cal., is chief engineer and Rex S. Bowen of KFBK, Sacramento, program director.

CHARLES DANT, musical director of NBC Hollywood, has been signed for the Producers Releasing Corp. film "Submarine Base".

LINCOLN SIMONDS of the New York sales staff of Weed & Co., station representatives, has been appointed West Coast Manager of that organization and is headquartered at 6253 Hollywood Blvd., Hollywood. He succeeds Haan J. Tyler who recently resigned to join KFI-KECA, Los Angeles as account executive.

EDGAR KOBAK, executive vice-president of the BLUE, is recuperating at his home from the grippe. He expects to be back at his desk this week.

"Miller Cereals Prove Selling Pull of KSO"

. . . says Kelsie D. Stone

Any food-broker handling a cereal account, knows what competition means. But the intensity of that competition makes sales-gains doubly pleasing.

So Kelsie D. Stone, head of the Des Moines office of Hagan-Stone, has reason to be pleased with the advertising of Miller Cereal Mills on Station KSO. Reports Mr. Stone:

"Miller gave radio a stiff test in the Des Moines area. Using radio advertising only, Miller started a campaign to increase sales of Corn Flakes in mid-winter.

"The success of this campaign, and similar success with Miller Wheat Flakes later on, certainly proves the selling pull of KSO."

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Affiliated with Des Moines Register & Tribune

Represented by The Katz Agency

BEHIND the MIKE

KENNETH W. MacGREGOR, production chief at WGN for the last year, has been named program director. Lewis James, assistant station musical director, succeeds Mr. MacGregor as chief of production. Mr. MacGregor, a former producer of NBC and Benton & Bowles, New York, joined WGN in February, 1942, while Mr. James, who broke into radio as a staff vocalist with WJZ, New York, in 1921, came to WGN in 1940.

JOHN GREENHUT, talent agent, and Bill Livingston, song writer, have joined the BLUE production staff. Appointment of the two, both without radio background, is in line with a new policy of the BLUE's production head, Ray Knight. He is experimenting with a plan to train junior producers with musical or theatrical experience.

DON WITTY, former NBC scriptwriter, now an Air Forces corporal stationed overseas, was the author of a drama about two marines who lost their lives on Guadalcanal, broadcast last Saturday on NBC at 11 a.m.

WALTER TOSCANINI, son of Arturo Toscanini, NBC conductor, has joined NBC's music division. The maestro's son has been with RCA Victor's plant in Camden, N. J., engaged in programming for Black Seal and children's records. He joined RCA in 1938 after being ousted from his book publishing firm in Italy because of his anti-Fascist activities.

MARGARET (Marge) KENNEDY, former assistant to Lester Gottlieb, MBS director of publicity, on March 15 joined CBS as supervisor of press information for CBS' Latin-American Network, according to George Crandall, director of the CBS press information department. Miss Kennedy has been Mr. Gottlieb's assistant for two years. She replaces Wilbur Marcus at CBS, who is now doing war work with the Polaroid Corp., Boston.

ROBERT ROSSEN of Screen Writers Guild has been re-elected chairman of Hollywood Writers Mobilization. Paul Franklin, national president of Radio Writers Guild, is vice-chairman, with Pauline Lauber as executive secretary.

ELIZABETH BEMIS, first woman reporter to be appointed to the CBS news staff, is heard at 4 p.m., Monday through Friday on that network. Since last summer she had been on the CBS West Coast network. Beginning her career on KLZ, Denver, after a trip to Europe, Miss Bemis subsequently was with WLW, Cincinnati, for two years as commentator before joining CBS.

CAPT. GEORGE A. BROWNE, Royal Canadian Artillery, and former announcer of the Canadian Broadcasting Corp., has been promoted to rank of major and awarded the Distinguished Service Order. He was taken prisoner at Dieppe, escaped recently, and is now in England.

DON PRINGLE has been appointed senior announcer at CBO, Ottawa. He first joined the CBC at Ottawa in 1937, coming from CFNB, Fredricton, N. B.

RAY LAUBE, of Minneapolis, Minn., has joined the staff of WIGM, Medford, Wis., as announcer.

ERNIE NEFF, from Cleveland, O., has joined the announcing staff of WCAE, Cleveland, O.

HARRY STEWART, freelance, has joined Sonovox division of Free & Peters, Chicago, as producer succeeding Jack Ross, who with Jack Foster, technician, transferred to Hollywood.

NEW ADDITION to the sports staff of WSAI, Cincinnati, is Lou Smith (1), baseball writer for the *Cincinnati Enquirer* who will do a commentary. He's shaking hands with Roger Baker, WSAI baseball announcer, and WLW-WSAI director of public relations, while Dick Bray, WSAI sports commentator, smiles his welcome.

MILDRED BAILEY, food and fashion commentator of WTAG, Worcester, has been appoined national secretary of the recently organized Assn. of Women Directors of the NAB.

LARRY SMITH, former INS chief in the Far East, has started a weekly news commentary on KPO, San Francisco. George Caraker, recently with the OWI in Washington, has joined the staff as a news commentator.

A-MIKE VOGEL has resigned as publicity director of WHN, New York, effective April 1. His future plans will be announced at that time. No replacement has been named.

LT. CHARLES F. GRISHAM, assistant farm program director of WLW, Cincinnati, before joining the Army, has been appointed personal aide to Maj. Gen. Donald C. Cuppison, commandant of the Field Artillery Replacement Center, Ft. Bragg, N. C.

JAMES STEWART, CBS correspondent in Chungking, China, is the father of a baby boy born recently in Chungking.

FLORENCE C. BALLOU, program and publicity director of WICC, Bridgeport, Conn., was married to Leslie B. Robinson, that city, on March 6.

RUSSELL FRANCIS HORGAN recently returned to KYA, San Francisco, as auditor and personnel manager.

BOB BROWN, announcer of NBC central division for the past 11 years, has been commissioned a lieutenant (j.g.) in the Navy and reports shortly for active duty.

WAYNE GRIFFIN, announcer of the BLUE central division, Chicago, is the father of a girl born March 8.

MARTHA SUMMERS has been appointed traffic manager of KOB, Albuquerque, succeeding Josephine Mason, who returns to WIRE, Indianapolis.

DON STANLEY, *Today's Events* commentator of WTMJ, Milwaukee, Wis., is father of a baby girl.

TODD BRANSON, freelance writer of Lakewood, O., has joined WMRN, Marion, O., as announcer and continuity writer.

FRANK PROCTOR and Paul Wade have joined WBML, Macon, Ga., as announcers, coming from WMJM, Cordele, Ga., and the Central Georgia Railroad, respectively. Bill Howard and Turner Paschal, students of Mercer U., are doing parttime announcing.

HELEN FAULKNER, who resigned as traffic manager of Missoula, Mont., to become voice instructor at Montana State U., was featured last week in *Faculty Recital*, the U.'s regular Sunday afternoon broadcast over KGVO.

TERRY HOBRECHT has joined continuity staff of KROW, Oakland, replacing Marian Edwards, resigned.

STANLEY BURNS, freelance [illegible] scription announcer, has [illegible] WLIB, Brooklyn.

HUGH CHAMBERS, news announcer of WIP, Philadelphia, has signed to join a St. Louis station. Chambers has just completed a mystery novel to be published in Oct. by Reynal-Hitchcock titled *The Graveyard Annex*.

LT. ROBERT L. FLEMING, announcer at WELI, New Haven, Conn., before joining the Army, suffered triple fracture of a leg during a parachute jump at Ft. Benning, Ga.

PAUL MARTIN, announcer at WBAB, Atlantic City, before becoming Private Martin Goldenring in the Army, is co-author of a new book *Going to Officers Candidate School* published by Military Service Publishing Co.

NORMAN BENSON, announcer at WRAW, Reading, Pa., is the father of a baby girl.

MARY AGNES WHITAKER has joined the program staff of KYW, Philadelphia, replacing Janie Simms, transferred to the traffic department.

DON TAYLOR is leaving the newsroom of WCAU, Philadelphia, for CBS newsroom in New York. Fred S. Rainau takes his place. Powers Gouraud, commentator, is preparing a volume of reminiscences entitled, *Sixty Years —So What!* Wade Barnes and Dan Heyworth, of the announcing staff, are completing their play, *More Than You Know*, which Gilbert Miller is considering for Broadway production.

HUGH CHAMBERS, announcer at WIP, Philadelphia, has resigned to go to St. Louis.

ART FORD, record m.c. on a number of New York stations, has joined WNEW, New York, to conduct *The Magic of Music*, six-weekly transcribed musical program.

DR. ALFRED J. BONOMO'S script, The Spirit Of The Navy, written for his program *University Time* on WWL, New Orleans, has been selected by the Writers' War Board as one of its five Scripts of the Month for April, and will be distributed to all stations in the country.

CHARLES (Crutch) CRUTCHFIELD, program director of WBT, Charlotte, N. C., and air raid warden for his neighborhood, is hobbling on crutches from badly torn ligaments in the ankle, sustained when he stepped into an open street drain during a practice blackout.

ROBERT TALLMAN, a writer on the CBS *Radio Reader's Digest* series, has resigned from Transamerican, production firm for the series.

SYDEL FORBES, assistant to Bernard Estes, publicity director of WINS, New York, has resigned to join the BLUE sales department. She is replaced by Leonore Weiss, formerly of WPEN, Philadelphia.

NORMAN FORREST, has left WMEX, Boston, to join WLIB, Brooklyn.

HAROLD FLEMING, commentator on NBC's *The People's War*, has been elected vice-president of the American Relief Administration Assn.

BILL ARMS, announcer of WBAP-KGKO, Ft. Worth, has resigned to enter the Southwestern Bible Institute where he will study for the ministry.

ROBERT LEWIS, of the WJSV, Washington, news staff, is now Washington reporter on the Monday and Wednesday morning CBS *News of the World*.

VICTOR LUSINCHI, onetime MBS foreign correspondent, has been commissioned a second lieutenant in the Army Air Forces.

S. R. WHITE succeeds Dave Partridge, who is shortly to enter military service, as assistant to M. F. (Chick) Allison, promotion manager of WLW, Cincinnati. Mr. White recently was manager of local and national advertising of the *Indianapolis Star*.

XUM

What to do when your radio department SHRINKS

WHEN your radio department keeps losing more and more of its best people —writers, engineers, musicians, producers— you can do one of two things:

You can worry along with less manpower, work longer hours, put a part of the burden on other staff members not too familiar with radio problems, avoid seeking new business and do your best to keep present clients satisfied—

Or, you can draw on the experience of one of the most complete, most capable radio staffs in the country: NBC Radio-Recording Division.

Is it dramatic programs you need? Or is it a woman commentator, a musical show, a mystery thriller, a "personality" program? They're all available here—suited to your needs in length, frequency, subject, and cost. And you have no worries about the time, skill, or talent for their production. The shows are complete—ready for you to broadcast! Or, if you require a "tailor-made" job all the way, our complete facilities are at your disposal, from creating the program idea to recording it perfectly—Orthacoustic.

If your radio department is shrinking these days—you can still expand your service and business—with one of the services of NBC Radio-Recording Division!

WE'VE DONE IT FOR THEM... WE CAN DO IT FOR YOU!

For a Winery—Originated spot announcement idea, including composing 32-bar melody with commercial lyrics. Produced complete, from script to finished pressings.

For A Baking Company—Series of 5-minute programs—monologues by nationally known artist with original musical theme. NBC supplied scripts for program and announcements; complete production.

For a Drug Advertiser—Announcement series in Spanish* for export use, with original musical background theme. Complete service. (*Facilities available for writing, translation and production of scripts in Spanish, Portuguese, and other languages.)

For a Brewing Company—Working on third year's series of announcements. First series featured unusual sound effects; second series, an original drinking song as lead-in to announcer. Complete service.

NBC

Radio-Recording Division

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE

RCA BUILDING, RADIO CITY, NEW YORK • MERCHANDISE MART, CHICAGO • TRANS-LUX BUILDING, WASHINGTON, D. C. • SUNSET & VINE, HOLLYWOOD

Always Popular
Now More
POWERFUL
WCAO
The Voice of Baltimore
NOW
5,000 WATTS
DAY & NIGHT
600 KC
The Only Columbia
Station in Maryland
★
Paul H. Raymer Co.
National Sales Representative
New York · Chicago · San Francisco · Los Angeles

GERTRUDE LANZA, publicity director of Yankee Network, has been married to 1st Lt. W. Brevoort Potts Jr., of the Army Air Forces.

KAY FERRIS, in the program department of WNAC, Boston, for 10 years, has resigned to join the WAACs.

RICHARD CUTTING, former announcer of KFAC, Los Angeles, has joined KFI-KECA, Los Angeles.

OLIVE KACKLEY, women's commentator of WCKY, Cincinnati, has been named to the radio committee of Women at War, a Cincinnati organization for selling War Bonds. She will make public appearances as well as conduct air interviews for the campaign.

JAN BUNKER, recently on the staff of WJNO, West Palm Beach, is broadcasting a thrice-weekly women's program over WQAM, Miami, Fla., combining shopping news with women's war effort.

CLAUDE SWEETEN, musical director of KFI-KECA, Los Angeles, has been signed for the NBC *Great Gildersleeve*, sponsored by Kraft Cheese Co. (Parkay). He takes the assignment from Billy Mills who is devoting his time exclusively to composing and to the NBC *Fibber McGee & Molly* show, sponsored by S. C. Johnson & Sons.

MOIRA WALLACE, new to radio, has joined CKWX, Vancouver.

JACK SEXTON, recently of WMBD, Peoria, and WTAD, Quincy, Ill., has joined the announcing staff of KMOX, St. Louis.

FLIGHT SGT. BRIAN G. HODGKINSON, former announcer of CKY, Winnipeg, now a prisoner of war in Germany, has written that he has been moved to another prison camp and that his show *Let Revelry Reign* is in production in the theatre the war prisoners have built at the camp.

LARRY SMITH, former Far Eastern manager of International News Service and now *San Francisco Call-Bulletin* telegraph editor, has started a weekly quarter-hour commentary on NBC Pacific stations.

JAMES DOYLE, announcer of NBC Hollywood, is the father of a baby boy.

MARIE HELMERS, recently of WEAU, Eau Claire, Wis., has joined KPAS, Pasadena, Cal., as traffic manager, succeeding Kaye Dunlap, resigned.

EDWARD JORGENSON, former Los Angeles newspaperman, has joined BLUE Hollywood, as commentator on that net's *Newsroom Review*. Virgil Smith, former news editor of KEX-KGW, Portland, Ore., who has joined the BLUE, is assigned news writer of the series.

AP
WnEB, Portsmouth, N. H.
. . . the best there is.
Bert Georges,
Managing Director.
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

R. C. Gantter Appointed WFBL's Program Chief

GEORGE PERKINS, program manager of WFBL since 1935, has been succeeded by Raymond C. Gantter, according to announcement by Samuel Woodworth, general manager. Mr. Perkins has joined the radio department of Foote, Cone & Belding agency, successors to Lord & Thomas.

Mr. Gantter joined the WFBL staff early in 1941 as musical director. A native of Syracuse, he was graduated from Syracuse U., served for a time as a graduate assistant in the English department and is a member of Phi Beta Kappa.

Also a graduate of Syracuse U., Mr. Perkins joined WFBL as an announcer in 1933. He has been active in civic affairs for several years.

BILL HIGHTOWER, newscaster, has started a daily five-minute news period on WEAF, New York.

DAVID F. TITUS, producer of KGB, San Diego, Cal., has been shifted to KHJ, Hollywood.

JOHN (Bud) HIESTAND has been given the announcing assignment on the weekly NBC *Westinghouse Program*. He succeeds Bill Pennell who has entered war work.

LT. M. M. MAGINN, formerly known as Peter Grant, WLW, Cincinnati, announcer-newscaster, has been assigned by the Army to public speaking in behalf of the war effort. He spoke for blood donors in the Red Cross drive before 14,000 shipbuilders at Vancouver, Wash., several days ago. He was inducted a year ago.

BILL SALISBURY, formerly of KWFT, Twin Falls, Ida., and Frank McIntyre, former head of the WKY, Oklahoma City, news department, have joined the news staff of KUTA, Salt Lake City.

LINWOOD T. PITMAN has returned as promotion director of WCSH, Portland, Me., after serving on the editorial staff of the *Portland Press Herald* for two years.

PILOT OFF. CALVIN PEPPLER, formerly on the staff of CKY, Winnipeg, is on duty with the Royal Canadian Air Force in North Africa.

FLIGHT LT. D. R. P. COATS, former public relations director of CKY, Winnipeg, and CKX, Brandon, Man., before joining the RCAF, was recently promoted from rank of Flying Officer and is stationed at No. 2 Command Recruiting Center, Winnipeg.

PARKER SUTTON, announcer of KYCA, Prescott, Ariz., has left to join KTAR, Phoenix.

JACK WORMSER, soundman and producer of NBC Hollywood before joining the Army, is now a second lieutenant and stationed at Astoria, N. Y.

FRANK D. LITTLE, traffic manager of KTAR, Phoenix, has joined the Army Air Forces. Harold Lampel, night news editor of that station, has been inducted into the Army.

ROYAL FOSTER, Hollywood writer, has been signed for the weekly half-hour quiz program, *Stop and Go*, sponsored by Grayson's Shops, on 7 CBS Pacific Coast stations. Ken Murray is m.c.

PVT. TRENT CHRISTMAN, in guest relations department, NBC Hollywood, before joining the Army, married Garnet Harrington, of Los Angeles, in that city on March 12.

DICK FISCHELL, former sports editor of WHN, New York, has been propomted to captain in the Marines.

RADIO GAL makes good in WAAC as Aux. Martha M. S... former control room operator ... publicity director of WC... Charleston, S. C., wins admis... to the Administrative Specia... School at Des Moines. Aux. S... was the first woman control r... operator at WCSC, and was w... ing toward an operator's lic... when she enlisted in the WA... Dec. 11.

NOAH TYLER, senior announcer ... WIOD, Miami, Fla., has been induc... into the Army. Harvey J. Fritsch ... John H. Ellsworth, announcers f... merly at WJNO, West Palm Be... and Miami Beach, Fla., respectiv... have joined WIOD.

WILLIAM LEWIS, writer-announc... in the English section of NBC's int... national division, has entered th... armed forces.

FRANK MILLS, chief announcer ... WBAP-KGKO, Fort Worth, is th... father of a 10-pound girl.

ELIMINATING Mr. Ben Kaplan's son, the person who actually should have been credited with serving in the Army, BROADCASTING March 8 incorrectly stated that Ben Kaplan, radio columnist is the father of Lyn Murray, "CBS musical director now in the Army." Actually the item should have read "Mr. Kaplan's son, who is now in the Army, was formerly assistant to Lyn Murray, CBS musical director."

TEAPEST TEMPOT
Correspondent's 'Fluff' Draws London Laugh

LARRY LeSUEUR, former CBS correspondent in Russia, doesn't think his colleagues will ever stop ribbing him about a "fluff" he made on a recent CBS news program while discussing Admiral Standley's statement about lend-lease materials sent to Russia.

LeSueur said the statement had "created a teapest tempot that went far beyond the importance of his utterances." Latest salute to Larry's slip came from Edward Murrow, chief of the CBS London office, in a cable to Paul White, CBS director of public affairs: "Please purchase suitably inscribed, old-fashioned, enameled, single-handed teapest tempot and present to LeSueur on behalf of his admirers in the CBS London office."

XUM

WHKY's increased power and lower frequency enables advertisers to reach *all* Western North Carolina, at one surprisingly low cost.

What's more, WHKY knows its audience. Programming is carefully keyed to local tastes and interests, to insure maximum listener response for your sales message—in both primary and secondary areas. Extensive newspaper advertising, in over 20 county papers, builds listener loyalty for WHKY and sales for our advertisers.

Write for complete information. When you get the facts, we believe you'll agree WHKY is the station you need to get low-cost, single-coverage of this rich Carolina market.

STATISTICS TAKEN FROM WHKY's NEW MARKET DATA BROCHURE

Population . . .	1,005,212
Radio listeners . .	651,722
Buying income per family . . .	$1,365
Spendable income	$444,444,000.00

5000 WATTS DAY
1000 WATTS NIGHT
1290 KILOCYCLES—BLUE NETWORK

WHKY

HICKORY, NORTH CAROLINA

National Representative
HOWARD H. WILSON CO.
Chicago, New York, Kansas City, San Francisco, Hollywood

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLS, Chicago

Spiegel Inc., Chicago (mail order house) 36 *sa*, 9 days, thru J. L. Stewart Agency, Chicago.

Chick Bed Co., Cedar Rapids, Ia., (chicken house flooring) 6 *sa* weekly, 4 weeks, thru W. D. Lyon Co., Cedar Rapids.

Vio Bin Corp., Monticello, Ill. (cattle remedies) 3 *sa* weekly, 3 weeks, thru Rogers & Smith, Chicago.

Pioneer Hibred Corn Co., Princeton, Ill. (seeds) 3 *sp* weekly, 13 weeks, thru R. J. Potts-Calkin & Holden, Kansas City.

Good & Reese, Springfield, O. (nursery) 3 *sp* weekly, 5 weeks, thru Leo Boulette Agency, Three Rivers, Mich.

Dr. Salsbury's Labs., Charles City, Ia. (poultry remedies) 3 *sa* weekly, 13 weeks, thru N. A. Winter Adv. Agency, Des Moines.

KLX, Oakland, Cal.

Campbell's Foods, Des Moines, (vitamin products) 2 *sa*, thru Meneough Adv. Agency, Des Moines.

Beneficial Insurance Co., San Francisco (insurance) 35 *t* weekly, thru Stodel Adv., Los Angeles.

William Wise & Co., New York (Knitting Guide and Modern Home Physician) 12 *t* weekly, thru Huber Hoge & Sons, N. Y.

Movie Cosmetics Inc., Los Angeles (hair curlers) 6 *sp* weekly, thru Sterling & Assoc., Los Angeles.

Old Fashioned Revival Hour, Los Angeles (religious) weekly *t*, thru R. H. Alber Co., Los Angeles.

Tidewater-Associated Oil Co., San Francisco (gasoline, motor oils) 3 *sp* weekly, thru Foote, Cone & Belding, San Francisco.

KHJ, Hollywood

Western Stove Co., Culver City, Cal., 5 *ta* weekly, 26 weeks, thru Mays & Bennett, Los Angeles.

Noxema Chemical Co., Baltimore (Noxema), weekly *sp*, 4 weeks, thru Ruthrauff & Ryan, N. Y.

Swift & Co., Chicago (Allsweet), 5 *sp* weekly, 26 weeks, thru J. Walter Thompson Co., Chicago.

Scudder Food Products, Monterey Park, Cal. (food), 5 *sa* weekly, 4 weeks, thru Brisacher, Davis & Van Norden, Los Angeles.

CHEX, Peterborough, Ont.

Canada Bread Co., Toronto (chain bakers), 26 *t*, thru James Fisher Co., Toronto.

Crown Diamond Paint Co., Montreal, 52 *sa*, thru McConnell Eastman Co., Montreal.

Murphy Paint Co., Montreal, 65 *sa*, thru Cockfield Brown & Co., Montreal.

Canadian Red Cross, Toronto (financial campaign), 63 *ta*, thru A. McKim Ltd., Toronto.

WBBM, Chicago

Plough Inc., Memphis (St. Joseph Aspirin & Penetro), 21 *sa* weekly, 52 weeks, thru Lake, Spiro & Shurman, Memphis.

Gordon Baking Co., Detroit (Silvercup bread), 13 *sa* weekly, 13 weeks, thru C. L. Miller Co., N. Y.

Atlas Brewing Co., Chicago (Prager Beer), *sp & sa* weekly, 13 weeks, thru Arthur Meyerhoff Co., Chicago.

WLIB, Brooklyn

Neoderm Health Institute, New York, 12 *sa* weekly, 4 weeks, thru Moss Assoc., N. Y.

DeLong Insulation Co., New York, 7 *ne* weekly, 4 weeks, thru Moss Assoc., N. Y.

Smiling Irishman, Los Angeles (used car dealer), 70 *sa* weekly, thru Carl Calman Inc., N. Y.

KFRC, San Francisco

New Century Beverage Co., San Francisco (Pepsi-Cola and Belfast Sparkling Water) 26 *sa* and *ta* weekly, thru Ruthrauff & Ryan, San Francisco.

Charm Kurl Co., Chicago (curlers) 3 *sa* weekly, thru Guenther-Bradford & Co., Chicago.

Associated Dental Supply Co., San Francisco (toothpaste) 2 *sp* weekly, thru McCann-Erickson, San Francisco.

Sumner Rhubarb Growers Assn., Seattle, series of *sa*, thru Long Adv. Service, San Francisco.

National Lead Co., San Francisco (paints), 4 *ta* weekly, thru Erwin, Wasey & Co., San Francisco.

Campbell Cereal Co., Northfield, Minn. (Malt-o-Meal), series of *sa*, thru H. W. Kastor & Sons Adv. Co., Chicago.

First Federal Savings and Loan Assn., San Francisco 3 *sa* weekly, thru Pacific Adv. Staff, Oakland.

Seaboard Finance Co., Los Angeles, series of *ta*, thru Smith & Bull, Los Angeles.

Loma Linda Food Co., Arlington, Cal. (cereal), 3 *sa* and *ta* weekly, thru Gerth Pacific Adv. Agency, San Francisco.

KFI, Los Angeles

Morton Salt Co., Chicago 40 *ta*, 4 weeks, thru J. Walter Thompson Co., Chicago.

Interstate Bakeries Corp., Los Angeles, 5 *sp* weekly, 13 weeks, thru Dan B. Miner Co., Los Angeles.

Wilco Co., Los Angeles (Clearex), 2 *sa* weekly, 9 weeks, thru Elwood J. Robinson Adv., Los Angeles.

Partmar Corp., Los Angeles (theatre attendance), 2 *sp* weekly, 12 weeks, thru Scholts Adv. Service, Los Angeles.

KECA, Los Angeles

Western Stove Co., Culver City, Cal. 5 *sp* weekly, 26 weeks, thru Mays & Bennett Adv., Los Angeles.

Goodyear Service Stores, Los Angeles (accessories), 6 *t* weekly, 47 weeks, direct.

Wilco Co., Los Angeles (Clearex), 4 *ta* weekly, 9 weeks, thru Elwood J. Robinson Adv., Los Angeles.

Omega Shoe Polish Co., Los Angeles, weekly *sa*, 13 weeks, thru John H. Riordan Co., Los Angeles.

CKWS, Kingston, Ont.

Canada Bread Co., Toronto (chain bakers), 26 *t*, thru James Fisher Co., Toronto.

Crown Diamond Paint Co., Montreal (paints), 52 *ta*, thru McConnell-Eastman Co., Montreal.

WFHR, Wisconsin Rapids

Mid-Continent Petroleum Corp., Tulsa, *ne* weekly, 1 year, thru R. J. Potts-Calkins & Holden, Kansas City.

Philadelphia Daily News, Philadelphia (newspaper), 6 *sp* weekly, thru First United Broadcasters, Chicago.

Great Atlantic & Pacific Tea Co., New York, 18 *sa* weekly, direct.

Jacques Seed Co., Prescott, Wis. (Hybrid seed), 3 *sp* weekly, thru Triangle Adv. Agency, Chicago.

Lutheran Laymen's League, St. Louis (Lutheran hour), 26 *sp*, thru Kelly, Zahrndt & Kelly, St. Louis.

Authentic Publications, New York (tax book), 6 *sa* weekly, thru First United Broadcasters, Chicago.

Fr. Justyns Rosary Hour (religious) Buffalo, 26 *sp*, thru Daughdrill Adv. Agency, Fort Madison, Ia.

Campana Sales Co., Batavia, Ill. (Italian Balm), 52 *sp*, thru Aubrey, Moore & Wallace, Chicago.

Willard Tablet Co., Chicago (proprietary) 3 *sp* weekly, thru First United Broadcasters, Chicago.

F. Ad Richter Co., Brooklyn (pain expeller), 26 *ta*, thru Forjoe & Co., N. Y.

Poultry Tribune, Chicago (magazine), *sp* weekly, thru First United Broadcasters, Chicago.

WABC, New York

Gordon Baking Co., Detroit (Silver-Cup Bread), 3 *ne*, 5 *sa* weekly, thru C. L. Miller Co., N. Y.

H. C. Bohack Co., Brooklyn (food stores), 3 *sa* weekly, thru E. M. Freystadt Assn., N. Y.

Roxy Theatre, New York "The Young Mr. Pit"), 6 *sa*, 2 *sp* weekly, thru Kayton-Spiero Co., N. Y.

WOR, New York

California Prune & Apricot Growers Assn., San Jose, Cal. (Sunsweet Tenderized Fruits), weekly *sp*, 52 weeks, thru Long Adv., San Jose.

Radbill Oil Co., Phila. (Renuzit French Dry Cleaner), 5 *sa* weekly, 26 weeks, thru Harry Feigenbaum Adv. Agency, Philadelphia.

WHN, New York

Charm-Kurl Co., Chicago (Charm-Kurl Permanent Wave Set), 6 *sp* weekly, thru Gunther Bradford & Co., Chicago.

Howard Clothes Co., New York (men's clothes), weekly *t*, 52 weeks, thru Redfield-Johnston, N. Y.

WEAF, New York

Dif Corp., Garwood, N. J. (Household Cleaner, Hand Cleaner), 5 *sa* weekly, thru Grey Adv., N. Y.

GF to Perpetuate Names of Brand

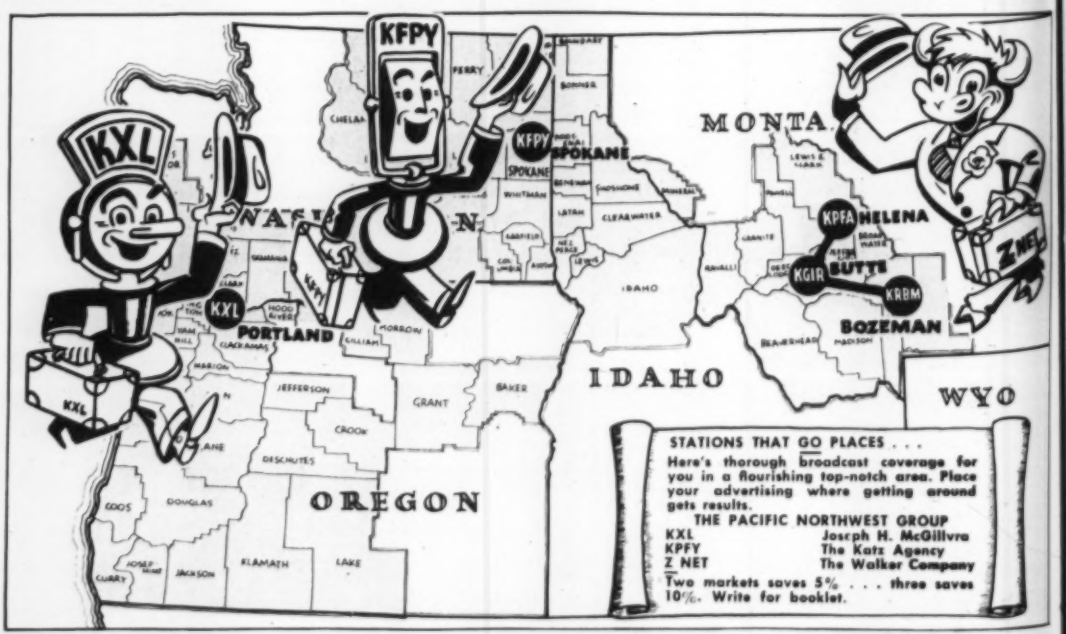
"BECAUSE ours is a consumer goods business, with a priceless asset in the public recognition of the General Foods brands, what to do about advertising in a war economy becomes a vital question," says the annual report of General Foods Corp. for 1942, a 32-page booklet that explains in simple language, charts and photographs the operations of the company.

Pointing out that some of its products are still relatively free from restrictions, some are partially restricted and others are off the market completely, the company's current advertising policy is described as follows: "Where we have no prohibitive restrictions, we will advertise aggressively, because the public wants to buy good brands of foods which are available. On the restricted products—while the restriction itself tends to create abnormal demand—we are advertising at a reduced level, but sufficiently to protect the brand acceptance for the future.

"Even on the one product which we have had to withdraw from the market—Baker's Southern Style Coconut—we intend to keep the name in the minds of consumers by inexpensive advertising in packages of other of our products which the consumer normally buys.

"This, we think, is a desirable protection of brand names which, after the war, again will represent wanted and available merchandise. From an operating point of view, a primary requirement in advertising in today's market is flexibility. Our commitments are such that we can make revisions on short notice.

"To establish General Foods brands, trade-marks and customer relationships has taken time, money and an enormous expenditure of human effort. To protect them during the present crisis is far easier than to rebuild after the war."



WHOM'S Champagne Internationale MUSIC

1480 ON YOUR DIAL....

MON. THRU FRI.-9:30PM

A tingling tune-tour of many lands . . . a melange of mellifluous melody with an international flavour . . . garnished with zesty comment (in English) . . . presented, fittingly, by WHOM—the foremost station catering to the seven million internationally minded radio listeners in our metropolitan melting pot.

PRAISE-A-POPPIN!

"Champagne Music is tops . . . I listen regularly." Mr. G. J., Brooklyn.

"Enjoyed the Russian number tonight . . . would love to hear Hungarian music, too." Mrs. D., Bayonne, N. J.

"Find your Champagne Music most enjoyable. Like the Scandinavian numbers." Mr. H. S., New Dorp, S. I.

"Our visiting French sailors enjoyed your program immensely. It takes us back to our beloved Paris. Merci!" M. M.,N. Y.

"Champagne Music is sparkling . . . a refreshing change from the eternal noisy jitterbug stuff." A. M., Brooklyn.

(. . . and many many more!)

AGENCIES: Investigate this ideal program for reaching your vast international audience of New York — in English.

$119 weekly buys a ¼ hr. strip across the board — Mon. thru Fri. $42.50 buys 5 announcements across the board — Mon thru Fri.

WRITE OR PHONE: WHOM — N. Y. Studios & Office 29 W. 57 St. — Plaza 3-4204 — Joseph Lang, Gen. Manager

KAY MOSER, *Saleslady Extraordinary* at WTRY, has *background*—she's a graduate of Emma Willard, and she's been teacher, shopowner and buyer, interior decorator and assistant Advertising Manager of Cluett, Peabody. *And Kay Moser knows her stuff* because of such experience. That's why she can make such swell sales records as Women's Director of WTRY. She's gone to town for her products—fashioned a program of charm and wit that's one of the outstanding shown in the Capitol Area! Kay Moser is typical of the top-flight talent that makes WTRY such a lively sales station. Carefully balanced programming—offering fine local programs as well as the Blue Network shows—proves that WTRY's *variety* is the spice of sales in the Tri-City area!

980 Kc in the center of the dial...

Schenectady Troy Albany

WTRY

TROY, N. Y.

Covering TROY, ALBANY, SCHENECTADY

1000 WATTS

H. C. Wilder, Pres. Represented by Raymer

Only BLUE Network Station Covering Eastern New York

Radio Advertisers

W. W. LEE & Co., Watervliet, N. Y. (cold remedy), is sponsoring a news review by Jim Healey, Sunday, 4:30 p.m. on WTRY, Troy, N. Y., WSNY, Schenectady, N. Y., WTIC, Hartford, Conn. Agency is Leighton & Nelson, Schenectady, N. Y.

SARATOGA VICHY SPRING Co., Saratoga Springs, N. Y. (spring water), is sponsoring *The Week in Review*, with Jim Healey, 2:30-3:00, Sunday afternoon over a special network of New York stations in Buffalo, Rochester, Syracuse, Utica and Schenectady. Leighton & Nelson is agency.

ED ZERN, former writer and contact man with N. W. Ayer & Son, has joined the advertising staff of Warner Bros. Pictures, New York. Mr. Zern will work directly under Gilbert Golden in the preparation of radio and other copy.

WM. WRIGLEY Jr. Ltd., Toronto (chewing gum), on March 19 started *Treasure Trail*, studio quiz show half-hour weekly on CKWX, Vancouver. Account was placed by Tandy Adv. Agency, Toronto.

HOWARD CHENEY, advertising director of Lockheed Aircraft Corp., and Jack Messler, executive of Foote, Cone & Belding, Los Angeles, have returned to Hollywood after New York and Washington script conferences on CBS *Ceiling Unlimited*, sponsored by Lockheed & Vega Aircraft Corps.

ARIZONA FEDERATION of Labor, Phoenix, has started sponsoring a five-weekly quarter-hour morning newscast on two Arizona Network stations (KOY KTUC), Monday through Friday, 9-9:15 a.m. (MWT). Contract is for 52 weeks. Edwin M. Clough, network news editor and commentator, handles the broadcasts. Wendell Noble has the announcer assignment. Teamster's Union also sponsors a weekly quarter-hour dramatic morale program, *Take It From Joe*, on the stations.

JOHN C. WILLIAMS, vice-president and secretary of L. Bamberger & Co., Newark department store operated by the same company as WOR, New York, has been named acting president of the store during the absence of J. Richard Weil Jr., president, who has been commissioned a Captain in the Office of Strategic Services. Mr. Williams has been in charge of publicity, public relations, and sales promotion.

BALLARD ANIMAL FOODS, Toronto (dog food), starts on April 5 transcribed dramatized announcements five times weekly on a number of Ontario stations. Account was placed by R. C. Smith & Son, Toronto.

NABOB FOOD PRODUCTS, Vancouver (tea and coffee), has started *Party Time*, weekly quiz show, on a number of Canadian stations. Account was placed by Stewart-Lovick, Vancouver.

JANE RICHTER, former editor of *Arts in Philadelphia* magazine, has joined the new business department of Lit Brothers, Philadelphia department store, as radio director in charge of all the store's radio programs.

FOOT FORM Shoe Shops, New York, specializing in practical walking shoes and children's shoes, last week entered radio for the first time for Indian Walk shoes with a test campaign on WJZ, New York, using participations on Nancy Booth Craig's five-weekly woman's program. The shoes are sold in 18 Foot Form shops in the New York metropolitan area. Agency is Walter W. Wiley Adv., New York.

M. J. Roche Appointed Lever's Radio Manager

A NEW ROLE in Lever Brothers' executive structure has been announced by Grafton B. Perkins, vice-president and advertising manager, in appointment of M. J. Roche as manager of radio.

Mr. Roche

According to the Lever statement Mr. Roche's duties "will comprise the general coordination of all Lever radio activities, with special reference to time buying and the development of new shows."

Mr. Roche's new position is "an added recognition of one who was already a member of the advertising management group" of the organization. He will continue with headquarters at Cambridge, Mass.

CAMPANA SALES Co. (Campana balm), impelled by a shortage of glycerine, with broadcast of April 3 discontinues the weekly NBC *Campana Serenade*.

F. K. TUTTLE, salesman of Akron Typesetting Co., has joined the advertising department of Seiberling Co., Akron. Douglas Mueller has been placed in charge of public relations and advertising. G. F. Weisenbach is advertising manager.

FIRESTONE STORE of Columbus, Miss., is sponsoring local wrestling matches at 9 p.m., Saturdays, on WCBI, Columbus. Bob McRaney and Lawrence Watson share microphone duties.

HUROK SEASON of Russian ballet, opening in New York April 1, will use seven five-minute announcements on Lyle Van's news program on WEAF, 12-12:05 a.m., starting March 31; and one live announcement daily for a week on WQXR. Pioneer Adv. Corp., New York, handles the account.

GRAHAM CO., New York (Red Bow dried food products), are awarding scholarships for musical study to winners of amateur contests presented each week on WOV, New York. This weekly half-hour program is in addition to five quarter-hour programs of women's interest by the same sponsor. Blaine-Thompson, New York, handles the account.

Financial Statement on Air

INSURANCE GUILD of Philadelphia, CIO, Local 22, used a half-hour on WPEN, Philadelphia, March 13 to answer charges that labor unions withhold information about their financial condition. Members were invited to listen in and learn how their dues were spent. Part of the time was devoted to the Red Cross war fund drive.

"Boy! WFDF Flint Michigan comes in strong up here!"

Agencies

AL RINKER has left the program director staff of the BLUE, to join Wm. Esty & Co., New York, to direct Bob Hawk's *Thanks to the Yanks* show sponsored on CBS by R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

AL DURANTY, formerly of the press department of WOR, New York, has joined J. Walter Thompson Co., New York, as assistant to Wickcliffe Crider, manager of the publicity department.

KEN SMITH, former announcer in the Spanish division of NBC's international division, has left the network to become radio director of the Mexico City office of Grant Adv., agency specializing in Mexican advertising in addition to its American accounts.

ART TRASK, radio copy editor of Ruthrauff & Ryan, Chicago, has been commissioned a first lieutenant in the Marine Corps and is awaiting orders.

ROBERT FARNHAM Jr., of the copy staff of Al Paul Lefton Co., Philadelphia, has been commissioned an ensign in the Naval Reserve.

NORMAN H. HEWITT has rejoined McLean Organization, Philadelphia agency, as contact man.

JERRY GAGHEN, manager of the Thomas A. LaBrum Agency, Philadelphia, has been appointed drama and radio editor of the Philadelphia *Daily News* succeeding Sidney Gathrid, resigned.

HENRY RICH has left Blackett-Sample-Hummert, New York, to join Lawrence Fertig & Co., N. Y., in an executive capacity.

VAUGHN C. HANNINGTON, from Rose-Martin Inc., New York, has been named copy chief of A. W. Lewin & Co., Newark.

H. B. LEQUATTE, president of H. B. Lequatte Inc., New York, has received an E certificate from the Salvation Army for "excellency of performance" as chairman of the organization's 1943 fund-raising committee.

HELEN WHITMORE, former continuity chief of WLAC, Nashville, has joined the copy staff of Franklin Bruck Adv., New York.

OREN TOVROV, writer of the Daytime serial *Ma Perkins*, will go into the service early in April. Henry Selinger, who was supervisor of daytime radio at Blackett-Sample-Hummert, Chicago, and radio director of Sherman & Marquette, Chicago, before becoming a freelance producer and writer, will succeed Mr. Tovrov, beginning with the April 10 script.

TOM REVERE, radio director of Ted Bates Inc., has returned to New York headquarters after two weeks in Hollywood.

JOHN T. W. MARTIN, former NBC writer and director, has joined the talent division of Young & Rubicam, New York.

Ens. Needham Captured

MAURICE H. NEEDHAM, president of Needham, Louis & Brorby, Chicago, has received word that his son, Ensign John Needham, 27, is being held a prisoner by the Japanese in the Philippines. The message was relayed recently to Mr. Needham by the Red Cross, via Geneva, through the Bureau of Navy Personnel. Ensign Needham, who received his commission in 1940, was assigned to the *U. S. S. Lazon* which arrived at Cavite Dec. 4, 1941, and was reported missing May 6, 1942.

Clevenger to Ayer

RUSSELL CLEVENGER, since last September director of information of the FCC, resigned last week to join the public relations department of N. W. Ayer & Son, New York. The FCC has designated Edgar M. Jones, assistant to Mr. Clevenger, as acting director. Before joining the FCC, Mr. Clevenger had served as director of public relations of Broadcast Music Inc. Prior to that he was with the Albert Frank-Guenther Law advertising agency.

Knight Stays at Biow

VICK KNIGHT, executive producer of the Biow Co., has turned down a bid from Columbia Pictures Corp., Hollywood, to join that organization in a similar capacity. Continuing to handle the weekly NBC *Ginny Simms Show* sponsored by Philip Morris & Co. (cigarettes, tobacco), he currently is also auditioning two more programs for accounts serviced by that agency.

GOOD NEIGHBOR GUEST on *Dinner in Habana* (6-6:15 p.m., Monday, Wednesday, Friday) on WHO, Des Moines, was Sr. Guillermo Naranjo (c), former announcer of HOQ, Panama. Of Jack Kerrigan (l), WHO production manager who conducts the program, Sr. Naranjo said: "He is contributing in no small manner to the neighborliness of this great country and our own countries in Latin America. As a visitor I might add that this is one significant aspect of the 'Good Neighbor' policy inaugurated by your eminent President Roosevelt." Harold Fair (r), WHO program director, heartily concurred with Sr. Naranjo's views.

AGENCY Appointments

AIR-FLIGHT SHOE CO., Brooklyn, to Pettingell & Fenton, New York, for Air-Flight Shoes and Scuffs. No radio for present.

W. F. McLAUGHLIN COFFEE CO., Chicago (Manor House Coffee), to Ivan Hill Adv. Agency, Chicago. No radio planned.

MAGNAVOX CO., Fort Wayne, Ind. (radio phonographs), to Maxon Inc., Chicago. Radio plans not yet set.

ALLIED MILLS, Chicago (I. Q. Dog Food), to Manson-Gold Adv. Agency, Minneapolis.

INDUSTRIAL TRAINING Institute, Chicago (school), to Roche, Williams & Cunnyngham, Chicago. No radio planned.

EXQUISITE BEAUTY Products, New York, to J. R. Kupsick Adv. Agency, N. Y. No radio contemplated for the present.

ST. LOUIS PUBLIC SERVICE Co. (transportation) to Gardner Adv. Co., St. Louis, Mo. Media plans not set.

SEEMAN Bros., New York, to William H. Weintraub & Co., New York, for Air-Wick, a new product that neutralizes unpleasant cooking odors. Media plans not set but radio will probably be used. Advertising and marketing starts April 1.

Available for Covering THE NASHVILLE MARKET

IF you are among those who are having to make last-minute shifts in advertising plans and schedules, we are glad to announce that WSIX, offering a thorough coverage of the Nashville market, is still in a position to accept your advertising and provide you satisfactory service.

For complete information, contact either the station or Spot Sales, Inc., National Representatives.

Member Station The Blue Network and Mutual Broadcasting System

5000 WATTS

WSIX "The Voice of Nashville" NASHVILLE, TENN.

980 KILOCYCLES

Iowa Legislature, Broadcasters Petition Government to Lift Dry Cell Priorities

A CONCURRENT resolution urging Congress to lift WPB priority restrictions on the manufacture of dry cell batteries for farm radios and telephones was adopted unanimously by the Iowa State Legislature March 13 and copies were sent to high Government officials.

At the same time, the Iowa Assn. of Broadcasters, meeting for the first time since 1937, adopted a petition asking the FCC, WPB and Dept. of Agriculture chiefs to expedite production and distribution of dry cells.

Both resolutions pointed out that radios and telephones are practical necessities on the farm in securing information for farm production, marketing, community affairs and prosecution of the war. They both said Government restrictions on production of dry cells "have resulted in great inconveniences to the farms and residents of rural communities."

The Legislature's resolution was addressed to the President of the Senate and the Speaker of the House. Copies were also sent to WPB Chairman Donald Nelson and the Iowa representatives in both Houses of Congress. The Iowa Assn. of Broadcasters addressed its petition to FCC Chairman James L. Fly, WPB Chairman Donald Nelson and Secretary of Agriculture Claude Wickard.

Text of the Iowa Legislature's resolution (H Con Res-25) follows:

A concurrent resolution memorializing the Congress of the United States to lift the priorities and restrictions on dry cell batteries.

Whereas, Telephones and radios in rural and farm communities are of great convenience and of practical necessity in securing information relative to farm work, livestock marketing and community affairs necessary in the war effort and conserving rubber; and,

Whereas, The restrictions and priorities placed on these commodities by the Federal Government have resulted in great inconveniences to farms and residents of rural communities, thereby retarding the war effort; *Now, therefore,*

Be It Resolved by the House of Representatives of the State of Iowa, the Senate Concurring:

Section 1. That we respectfully urge and memorialize Congress to lift the priorities and restrictions on batteries used for rural telephones, radios and electric fences to the end that a sufficient supply of such commodities may be made available to rural communities.

Sec. 2. That copies of this resolution be transmitted to the President of the Senate and the Speaker of the House of Representatives, the War Production Board, and to the Iowa members of the Senate and House of Representatives in Congress.

GE Dri-Film

GENERAL ELECTRIC has developed a new water-proofing called Dri-Film, an invisible "raincoat" which can be formed on cloth, paper and other materials. One of its more important uses, according to GE's marketing department, is treatment of ceramic insulators for radio insulators being about nine times more effective than wax currently used.

Howard Placing

HOWARD CLOTHES, New York, extensive user of radio in the New York area, has started sponsorship of the quarter-hour transcribed series *Soldiers of the Press*, on WOR, New York, and WHN, New York. Produced by United Press, the weekly program presents eyewitness accounts of front line battles. Howard is also interested in placing the series on stations in towns where it has branch stores, according to Redfield-Johnstone, New York, agency in charge.

MAPPING PLANS for advertising and promotion to celebrate the first anniversary of WLIB, Brooklyn, effective May 13, 1943, Elias Godofsky, station general manager (right) checks suggested layouts prepared by Joseph Moss (left), president of Moss Associates, New York, agency handling the account. Watching is Louis Berne, WLIB sales promotion manager. After seven months on the air, Mr. Godofsky reported that WLIB's programs of classical music blended with popular tunes and news had pulled 129,000 pieces of mail, and that 16,000 persons requested its Master Program Booklet listing music heard in November, 1942.

Finney's 41 Years

FRANK FINNEY, founder with Julian Street of the New York advertising agency, Street & Finney, last week celebrated 41 years as head of his own advertising business—somewhat of a record in a field which changes considerably from year to year. Mr. Street left the agency soon after its inception to devote his time to writing, but Mr. Finney has continued with the company and has become well-known in the industry for several series of advertisements he has written for the agency's drug and cosmetic accounts. Among the Street & Finney accounts using radio are E. Fougera & Co., Foster-Milburn Co., Raladam Co., and United Drug Co.

RCA Purchase Plan

RCA VICTOR Div. of the Radio Corp. of America has announced a "purchase priority plan" to meet the post-war demand for theatre and sound projection equipment which gives exhibitors the opportunity to apply now for post-war deliveries of RCA sound and other equipment. The plan provides a preferred position for a theatre owner on the "priority purchase" list and a method of building up an interest-bearing cash reserve to apply against post-war purchases.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

*Over 70% of metropolitan New York's population is foreign born or of foreign parentage.

Your Best National Spot Buy . . .

WBNX New York 5000 Watts

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!

—POCATELLO—
HUB
of
IDAHO INDUSTRY
KSEI
NBC UP
National Representatives
The Walker Co.
Homer Griffith Co.

New Homes to furnish! 711 built in Tri Cities, Jan. to Nov. 1942.
WHBF
The 5000 WATT Voice of the Tri-Cities
Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 KC

English Musicians Endorse AFM Ban

Union Members Won't Make Records for Export to U. S.

ENDORSEMENT of the stand against recordings taken by the American Federation of Musicians and a promise of cooperation are expressed by the English Musicians' Union in a letter written Dec. 29, 1942, by the general secretary of that organization to James C. Petrillo, AFM president, which is reproduced in the March issue of the AFM official journal, *International Musician*.

After pointing out that the matter is of interest to the musician in Great Britain who is also "faced with many difficulties relating to recording and rerecording," the letter states: "Since the decision of the Federal Court in your case (dismissal of the Government's first anti-trust suit against the AFM by Federal Judge Barnes in Chicago) [BROADCASTING, Oct. 19] has been made known in this country, inquiries have been made as to whether certain well-known combinations of British musicians would accept recording engagements with a view to the records being exported to America.

"So far the musicians concerned have refused. We feel that if they had accepted they would have been 'blacklegging" their fellow musicians in the States. My executive will be asked to instruct all members of the Musicians' Union to refuse to give the written consent required by the Dramatic and Musical Performers' Protection Act 1925, unless such consent specifies that any such records will not be used for export to America. We hope thereby to assist you."

Radio Day at Club

WITH John B. Hughes, Mutual commentator, as guest speaker, Los Angeles Advertising Club staged its annual Radio Day on March 16. Topic of his talk was titled How Far Are We Going? Kay Kyser, star of the weekly NBC *College of Musical Knowledge*, and a radio consultant of the OWI, was second speaker, and urged greater cooperation in the war efforts. Lewis Allen Weiss, general manager of Don Lee Broadcasting System, Hollywood, was chairman, with Fred J. Tabery, club president presiding. Sydney B. Gaynor, sales manager of Don Lee, was committee chairman. Others on that committee included Frank (Bud) Berend, NBC western division sales manager; Tracy Moore, BLUE western division sales manager; Harry Witt, CBS Southern California sales manager.

Fire Insurance Test

MILLERS MUTUAL Fire Insurance Assn. of Alton, Ill., to test radio for fire insurance sales, has scheduled a series of programs for six months on WCBS, Springfield, Ill., and WSOY, Decatur, Ill. Mace Adv. Agency, Peoria, handles the account.

Text of Petrillo Letter

(*Continued from page 9*)

them Dr. Isador Lubin, U. S. Labor Commissioner, and Prof. Sumner Schichter, of the Harvard School of Public Administration.

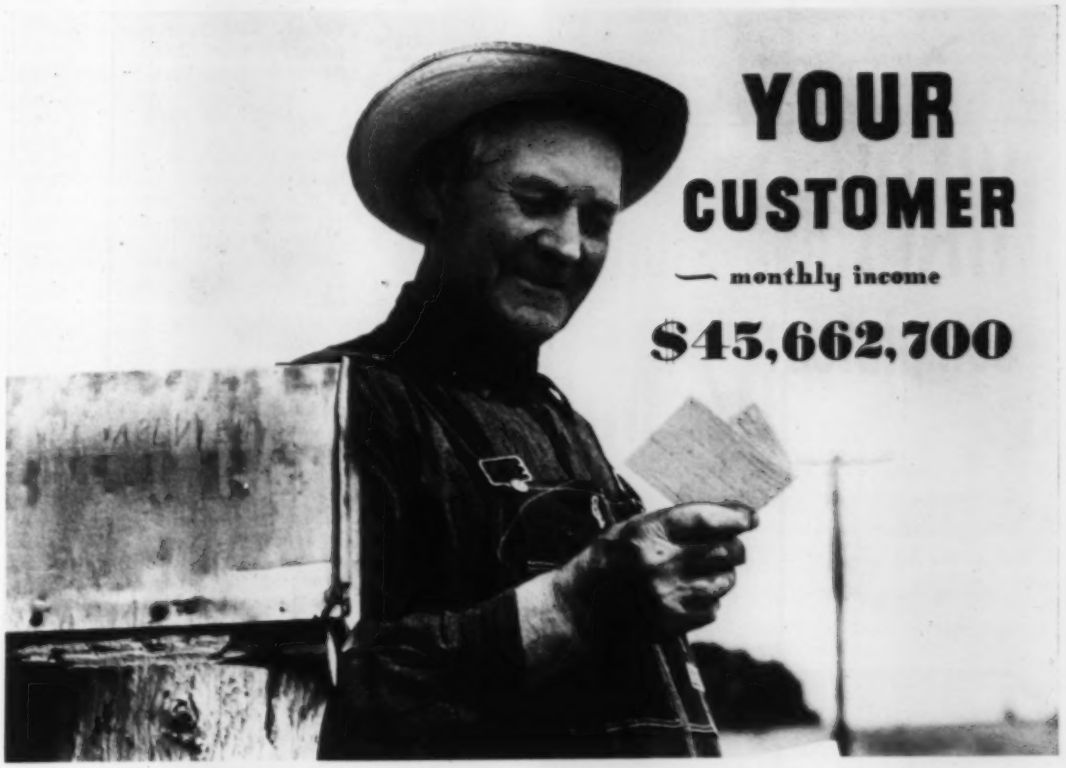
"You state that the proposal is unjustified because it 'duplicates Government relief'. The plain fact remains that the many musicians who have been put out of work by canned music are not presently eligible for Government relief, and such relief as is accorded under present Government plans are wholly inadequate.

"You state further that the proposal we have submitted is one that can only properly come from the 'people of the United States' through 'the people's representatives in the Congress', and then you say that only Congress should answer certain stated questions. We refuse to accept the suggestion that the time has been reached when any constructive advance in our social devices must be initiated by the Government. That suggestion is wholly foreign to our ideals and certainly is completely at odds with history. It is an axiomatic historical principle that legislation is never created in a vacuum but is merely the culimination of the acquired experience of private individuals and private groups, and in labor relations through the process of collective bargaining. It will be a sorry day indeed when and if changes and advances in our social patterns must await Governmental initiative and action.

"We are advised by our counsel that a payment directly to the union would not constitute an evasion of the 'wage freeze' regulations, nor would it constitute a violation of the National Labor Relations Act, whose main objective is the encouragement of collective bargaining.

"We are satisfied that the Treasury would not and could not prevent the diversion of this money to the unemployment relief fund contemplated in our proposal, any more so than pensions, insurance, medication or health plans for workers and their families in private industry. The acceptance of our proposal would in no manner contravene the policy of the Manpower Commission. It is unthinkable that anyone of our unemployed members would prefer whatever benefits would flow from the acceptance of our proposal to a job required of him by his Government in times of war. Nor is it thinkable that the union would grant to any such person any of the benefits contemplated by our proposal.

"We are further advised that our proposal does not violate the anti-trust laws. The mere fact that collective bargaining does or may result in an increased price never has



This is the Kansas farmer—a firm friend and steady listener of WIBW.

The above figure—the latest from the USDA—shows that he's making more money than he ever dreamed possible . . . and he's *spending* it!

Because of our long-established personal friendship with these farmers, WIBW is a dominant factor in guiding a large part of th's huge, spendable income into the pockets of WIBW advertisers.

Let us show *you* some of the fastest, most profitable results you've ever seen from radio.

P. S. *Better add to the above figure to include swollen incomes in the five other states WIBW regularly reaches.*

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

been considered a violation of any law.

"There is ample justification in the practices of business itself for the union proposal. Business men customarily set aside funds for depreciation of machinery and equipment, depletion of natural resources, and for obsolescence. All these funds are considered legal charges against the cost of production. Especially applicable is the obsolescence fund which compensates the business for the untimely displacement of machinery or equipment, as the result of the introduction of new methods, new machinery and new equipment. The philosophy behind insuring the worker against industrial hazards by funds that would be charged against the cost of production is by no means novel. Under the old judicial precepts of 'assumption of risk', 'fellow servant' and 'contributory negligence', the worker used to bear the full cost of industrial accidents. These harsh rules were replaced by more humane doctrines, and now workmen are insured against industrial accidents by workmen's compensation funds which are added to the cost of production and thus spread among all who benefit from the production.

"The same principle lies behind our Social Security laws in both the funds for payment of unemployment compensation and old age benefits.

"Your suggestion that the American Federation of Musicians permit its members to return to work immediately and produce phonograph records and transcriptions, particularly in view of your failure to make or contribute a single constructive suggestion towards a settlement of this dispute, is as arbitrary as it is audacious. If any of your concerns engaged in this industry was producing a product that was slowly but surely putting you out of business, you would not continue to produce that product; and actuated by the same motives the members of the American Federation of Musicians will not continue under present conditions to make a product that is slowly and surely putting them out of jobs.

"There is nothing further we can present until you are prepared to submit in good faith constructive proposals for the solution of this tragic problem."

Recorders Invite

(*Continued from page 9*)

jection of our proposals by the transcription industry didn't add anything to the solution of our problem."

The AFM head revealed that the annual convention of the organization, scheduled for a full week in Columbus, starting June 14, had been cancelled "as a patriotic duty".

Others in Sympathy

He declined to comment on a reported wire sent him by War Manpower Chief Paul V. McNutt, stating that musicians soon will be listed as a non-esential occupation [BROADCASTING, March 8]. "As far as we know," he said, "we haven't been classified as either essential or non-essential."

Commenting on the letter received from the British musicians' union informing AFM of British cooperation in prohibiting the recording by union musicians for export to the United States, Mr. Petrillo said he recently had received similar letters from Latin-American musicians' internationals covering all Latin-American countries including Mexico.

The four-page letter rejecting the industry proposal came after a three-day meeting of the full board of nine members. Also present were Joseph A. Padway, AFL and AFM general counsel; Joe Weber, president emeritus of AFM; and Henry Friedman, AFM New York counsel.

Mr. Petrillo advised the companies that they had "failed to consider the AFM proposals of a fixed fee plan in good faith" and that "until they are prepared to submit constructive proposals for the solution of the AFM recording problem there is nothing further the AFM can present." The reply was by way of an academic dissertation drafted by Mr. Padway. The union clearly indicated disappointment over failure of the transcription companies to submit any counter-proposals.

AFM Takes Issue

Characterizing the arguments advanced by the transcription and record manufacturers as "specious," the AFM categorically replied to the objections, claiming that it is the function of the union to provide for its technologically unemployed; that the fixed fee plan does not duplicate Government relief since such relief is wholly inadequate; and that on advice of counsel, payment directly to the union would not constitute an evasion of the wage freeze regulations nor a violation of either the National Labor Relations Act or the anti-trust laws.

The AFM took issue with the transcribers' declaration that such proposals be originated in Congress, or that the proposal contravenes the policy of the Manpower Commission.

"It is unthinkable," the AFM conjected, "that any one of our unemployed members would prefer whatever benefits would flow from acceptance of our proposal to a job required of him by his Government in times of war. Nor is it thinkable that the union would grant to any such person any of the benefits contemplated by our proposal.

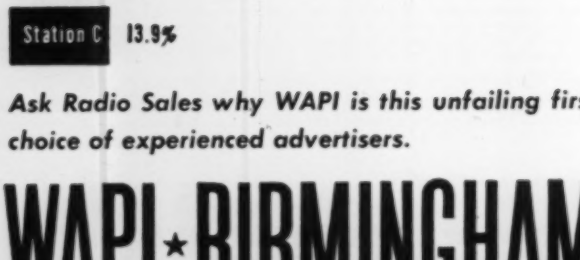
"Your suggestion," the letter concluded, "that the American Federation of Musicians permit its members to return to work immediately and produce phonograph records and transcriptions, particularly in view of your failure to make or contribute a single constructive suggestion towards a settlement of this dispute, is as arbitrary as it is audacious. * * * The members of the American Federation of Musicians will not continue under present conditions to make a product that is slowly and surely putting them out of jobs."

Meanwhile, the second Dept. of Justice anti-trust suit against AFM, alleging injury to the war effort and impending silencing of many broadcast stations because of the absence of recorded material, awaits the filing of reply briefs by AFM due March 29. In the original proceeding, Federal Judge John P. Barnes dismissed the Government suit on the grounds that it involved a labor dispute. With the filing of the subsequent suit, however, he entertained jurisdiction. The second bill of complaint was dismissed and a revised one filed.

WAPI non-stop record completes 62ND MONTH

Each and every month since January, 1938, national advertisers have purchased more than *twice* as much spot time on WAPI as on the *two other Birmingham stations combined!*

During February, 1943, (the 62nd consecutive month) national spot quarter-hours in Birmingham were distributed like this:



Ask Radio Sales why WAPI is this unfailing first choice of experienced advertisers.

WAPI★BIRMINGHAM

CBS NETWORK. Represented nationally by Radio Sales: New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte

NEW CAMEL SERIES STARTS MARCH 26

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), sponsor of the *Abbott & Costello* Thursday evening show on NBC, last week announced that a variety program starring Garry Moore which the company was preparing for April airing would start March 25 in the comedy team's current NBC spot.

Because of the illness of Lou Costello, Abbott prefers not to continue their show, so the Garry Moore program will continue until Lou is able to return to the air. Jimmy Durante, Xavier Cugat's orchestra, Vocalist Georgia Gibbs, and Announcer Howard Petrie will aid Moore.

The CBS *Camel Comedy Caravan* moves March 26 from New York to Hollywood. New m.c. will be Jack Carson. Connie Haines, singer, the Freddie Rich Orchestra, and Ken Niles, all "regulars" on the NBC *Abbott & Costello* show, will join the *Camel Comedy Caravan*, and Comedian Herb Shiner will continue with the show on the West Coast. Guest stars will be presented. First star, scheduled for March 26, is Joan Davis of the *Rudy Vallee Program*. Agency handling the R. J. Reynolds account is Wm. Esty & Co., New York.

Coast Radio Silenced

SOUTHERN CALIFORNIA area stations, in the first radio silence in six months, went off the air at 6:31 p.m. (PWT), March 15 for four minutes. Silence was ordered by Los Angeles Air Defense Wing of the IV Fighter Command, when an unidentified target was reported approaching. When identified as friendly, all clear signal was given.

Avery Heads WLNH

MARTIN AVERY, associated with WLNH, Laconia, N. H., for nine years, has been named manager, succeeding Earle Clement, who goes to Fitchburg, Mass., as manager of WEIM.

WANTED
Ace Newscaster

Large clear channel station in midwest with outstanding news facilities seeks top flight newscaster. Must be man with newspaper or press association background who can write and edit copy from full wire reports and broadcast it in fast and pleasing manner. Not interested in commentators, announcers who read news or those who paste, clip or tear news from teletypes. Liberal salary and fine opportunity for right man. All applications confidential. Give complete details in first letter. Describe news and air experience fully. Also give references, age, military status, etc.

Box 433, BROADCASTING

Reallocations of Shares In WKBV Sale Petition

WKBV, Richmond, Ind., which last February 8 filed an application with the FCC for transfer of its license from Knox Radio Corp. to Central Broadcasting Corp. for $30,000, on March 17 filed an application amending the section on stockholders and percentages held by transferees. Josephine Mason, not named in the original application, now holds 200 shares, or 20%.

Rex Schepp, former owner of 25% of WPAT, Paterson, N. J., and now commercial manager of WIRE, Indianapolis, credited with 125 shares in first application, now holds none. Central Newspapers Inc., with 740 shares before, now holds none. Gerald F. Allbright, president, Wilfred Jessup, vice-president and Eugene E. Alden, secretary, originally held 125, 5, and 5 shares, respectively. Amended application lists them with 750, 25, and 25 shares, respectively.

Richards Wins

G. A. RICHARDS owner of WJR, Detroit, WGAR, Cleveland, and KMPC, Beverly Hills, was the highest bidder in a War Bond auction for Capt. Eddie Rickenbacker's water-soaked identification card. Mr. Richards' bid was $100,000 in War Bonds. Auction was opened following the March 6 broadcast of Bill Stern's *Sports Newsreel* on NBC.

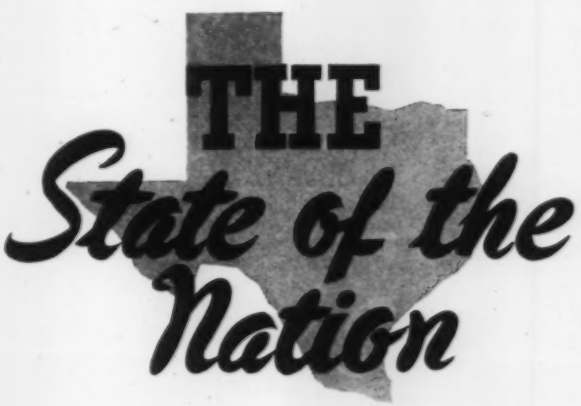
FCC Deferments

REPRESENTATIVES of the FCC have been summoned to explain the Commission's policy on deferment of draft age men to the House Military Affairs subcommittee Wednesday. A report on FCC deferments has already been sent to the subcommittee, which is headed by Rep. Costello (D-Cal.).

WCBI Shifts Frequency; Joins Mutual On April 1

WCBI, Columbus, Miss., recently was granted permission by the FCC to change frequency from 1400 kc. to 1340 kc. The change, which will be effected as soon as engineering problems can be worked out, according to Bob McRaney, general manager, is expected to result in a clearer signal in the northeast Mississippi district served by the station. Maxell Williams, chief engineer, is handling the technical phase of the change.

The station, owned by Birney Imes Jr., publisher of the Columbus (Miss.) *Commercial Dispatch*, will join Mutual on April 1. It has no present network affiliation. WCBI went on the air Oct. 1, 1940, operating on 250 watts, 1370 kc., with Mr. Imes as manager. Studio and transmitter are housed in the Gilmer Hotel.



EIGHT of the TWENTY-EIGHT metropolitan counties in the ENTIRE United States listed by the Census Bureau as having the most rapid wartime growth and the best postwar prospects of retaining their growth* are in Texas!

All eight of these important centers—AUSTIN, BEAUMONT-PORT ARTHUR, CORPUS CHRISTI, DALLAS, FORT WORTH, GALVESTON, HOUSTON and SAN ANTONIO—are within the primary coverage area of the Texas Quality Network, day and night!

Look to Texas for postwar growth . . . Sell America's livest market today . . . Use the first choice of the most listeners!

**As listed in the analysis of Philip M. Hauser, Asst. Director, U. S. Bureau of Census, released Jan. 15, 1943.*

THE TEXAS QUALITY NETWORK

WOAI San Antonio
WFAA-WBAP Dallas Ft. Worth
KPRC Houston

Represented Nationally by EDWARD PETRY & CO.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
GET ALL THREE
Plan an announcement schedule in the busy Hartford Market. Use the station which gives you the most attractive combination of 1) coverage, 2) programs, and 3) rate. You get all 3 on WDRC. Basic CBS for Connecticut.
CBS

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Where Sales Multiply
Air-Castle of the South
W E
50000 WATTS CLEAR CHANNEL
WSM
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.

The Northwest's Best Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

FOUR SOUTH TEXAS STATIONS IN TIEUP

SOUTH TEXAS Radio Package, consisting of four fulltime 250-watt stations in the South Texas diamond market, has been organized to give advertisers a package rate in the South Texas area. Stations include KMAC, San Antonio; KPAB, Laredo; KEYS, Corpus Christi, and KGBS, Harlingen, each about 150 miles apart.

KMAC is owned by Howard W. Davis, who also is president of the Laredo Broadcasting Co., which owns and operates KPAB. KEYS is a partnership headed by Bill Hughes of Corpus Christi. KGBS is owned by McHenry Tichenor and managed by Ingham S. Roberts 3rd.

Inquiries and advertising are being directed to Mr. Davis, National Bank of Commerce building, San Antonio. Package rates are being quoted for both period time and announcements for all four stations. Simultaneous clearance will be made and transcription accounts will be carried with a rotation of transcriptions from station to station at the same time of day, according to Mr. Davis.

A national and regional advertising campaign is being used to promote the South Texas Radio Package.

Studio Buys Time

TO PROMOTE the film, "The More the Merrier", Columbia Pictures Corp. has completed negotiations to sponsor 53 radio programs in key cities throughout the country. Programs have been selected on basis of popularity and established audience, with sponsorship to cover an eight-week period. News commentaries as well as other types of programs are on the selected list, it was said. The film, believed by Columbia to be its greatest production, will be released nationally on May 15. Radio campaign will start six weeks prior to that date and continue for two weeks following film release.

FRANKLIN M. DOOLITTLE of WDRC, Hartford, has been appointed a member of the Connecticut War Council, representing the State's radio stations, by Gov. Raymond E. Baldwin. Samuel Meek, of Greenwich, Conn., a vice-president of the J. Walter Thompson Co., was also named to the council.

PRE-SEASON BASEBALL games of the Cincinnati Reds will be sponsored for the third successive year by Leo's Stores Inc., via WSAI. The chain also is regular sponsor of a musical program preceding the Reds games through the baseball season. C. J. Schuck (right), Leo's sales manager, poises the pen. Watching are W. F. Holland (left), of Holland Advertising Agency, and George Moore, WSAI salesman.

Changes at KGW-KEX

PERSONNEL CHANGES at KGW-KEX were announced this week by Arden X. Pangborn, managing director. Added to the commercial staff are R. Kenneth Evans, former agency man; Walter S. Holmes, former newspaperman, and J. N. Wasson, former newspaper and outdoor advertising man. Phil Irwin and Johnny Groves, announcers, have left for military service. New to the staff is Mel Bailey, announcer, formerly of Hollywood.

Show in Mexico

FIRST CAMP SHOW by American entertainers for Mexico's armed forces was slated March 21 at Ensenada, Lower Cal., when General Juan Felips Rico Islas and his Mexican troops were entertained by Chief Petty Officer Rudy Vallee and his orchestra. Ginny Simms and other radio and screen stars. The show was short-waved throughout Latin America by the CIAA.

BRAZIL has appointed a special commission to consider establishment of a domestic radio manufacturing industry to produce all types of radio-communication instruments and apparatus, the Dept. of Commerce reports.

Long-Line Revision Now in Operation

Revised Tariffs Are Filed By 22 Bell Companies

WITH THE FILING of revised tariff schedules by the 22 Bell telephone companies associated and affiliated with AT&T, the FCC last week completed its long-line rate revision program, and the reduced charges went into effect March 1.

The new schedules of the subsidiary firms were virtually identical with that of the AT&T Long Lines Dept. announced late last month [BROADCASTING, Feb. 22]. Under the revised arrangement the nation's stations may derive savings of approximately $2,145,000.

Aid to Small Stations

The reduced long-lines charges have also been heralded in some quarters as a potential aid for small stations. Along this line, the national networks have under consideration plans for adding small stations in outlying areas, with a portion of the costs absorbed by the rate change.

In addition to reducing costs of the program channel, the rate reduction provides savings for overtime long distance phone calls, and private telephone and telegraph circuits.

CBS BOARD OF NINE MEETS MARCH 25-26

FIRST MEETING of the newly organized Columbia Affiliates Advisory Board [BROADCASTING, March 8] will be held March 25 and 26 at CBS headquarters in New York. Acceptances have been received from all nine board members, each elected by his fellow CBS station operators to represent the geographical district in which his station is located.

No agenda has been prepared for this first meeting, which will consist of a general discussion among the board members and between them and network officials of the overall problems of network-station relationships. Discussion of specific problems is expected to be postponed until the board's second meeting, which will probably be held in Chicago either before, during or immediately after the NAB War Conference, April 27-29.

Members of the board, listed by districts, are:

1. Franklin Doolittle, WDRC, Hartford. 2. I. R. Lounsberry, WKBW, Buffalo. 3. C. T. Lucey, WRVA, Richmond. 4. John M. Rivers, WCSC, Charleston, S. C. 5. Hoyt Wooten, WREC, Memphis. 6. Leo Fitzpatrick, WJR, Detroit. 7. Don Searle, KOIL-KFAB, Omaha-Lincoln. 8. Clyde Rembert, KRLD, Dallas. 9. C. W. Myers, KOIN, Portland, Ore.

MERRILL DENISON, author of NBC's daytime serial *A Woman of America*, sponsored by Procter & Gamble Co., has a book coming out March 24 called *Klondike Mike, an Alaskan Odyssey*. The book has been chosen by the Canadian Book of the Month Club. Publisher is William Morrow & Co., New York.

● To reach Southern California, most rapidly growing market in the West, use KMPC, most powerful independent in the West. Maximum coverage at lowest cost!
KMPC
LOS ANGELES ★ 710 KC
for Southern California ★ 10,000 WATTS
AFFILIATED IN MANAGEMENT WITH WJR DETROIT AND WGAR CLEVELAND ★ NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

CONTRACT SMILES were displayed by this sponsor-station-agency executive quintet following the business of signatures when Petrol Corp. on March 7 started sponsoring a 60-minute amateur show, *Opportunity PDQ*, on KNX, Hollywood. Contract is for 52 weeks. In agreement (l to r) are Ray Batten, advertising manager of Petrol Corp.; Frank Oxarart, account executive; Harold Pauley, vice-president and general manager of Petrol Corp.; Raymond R. Morgan, head of Raymond R. Morgan Co., Hollywood agency; Harry W. Witt, KNX sales manager.

Macfadden Cereal In Spot Campaign

Nationwide Schedule Planned Following Test on WNBH

AS MEAT rationing goes into effect April 1, Bernarr Macfadden's Cereal Co., New York, will start advertising for Mealene, a new meat-stretcher which can also be used as a cereal and as a baking ingredient.

The company will test spot announcements on various stations, starting in New York with Phil Cook's program on WINS. Schedule will be expanded to various regions throughout the country as dealer distribution plans are completed. A group of from 10 to 15 midwestern stations is now being lined up.

Test Successful

Decision to use spot announcements was the result of a successful test started several weeks ago on WNBH, New Bedford, Mass., by a local health store handling Mealene. Six cases of the product were sold after one week of announcements, stressing the points that meat dishes could be doubled; that the cereal required only three minutes preparation; that there were a dozen different uses for the product; and that it was a favorite health food with Mr. Macfadden.

Ingredients of Mealene are soybeans, whole wheat, wheat germ, rye, oats and corn. Jasper, Lynch & Fishel, New York, handles account for the cereal company, organized last December.

TWELVE stations have been added to the list of subscribers to NBC's Thesaurus library, and 44 renewals have been received since Jan. 1. New subscribers are: KODL WMOB WORD WRLC WLEU W47NY WBIG WAGA WGAC KOCY WGGA KROC.

AGRONSKY HANDLES BLUE WAR JOURNAL

MARTIN AGRONSKY, former NBC correspondent in Ankara, Cairo, Singapore, Batavia and Australia, has joined the BLUE as news commentator, G. W. Johnstone, the network's director of news and special features, announced last week. He will take over the commercial periods now handled by William Hillman, who leaves the network April 1.

Although Mr. Hillman declined to comment on his future plans, it was learned that he returns to the Crowell-Collier Publishing Co. as executive assistant to the president, with headquarters in Washington. Himself a veteran newsman, Mr. Hillman has been commentator and BLUE news representative in Washington the last year. He previously was European manager for the Crowell-Collier firm and London correspondent for the Associated Press and International News Service.

On March 29 Mr. Agronsky takes over the BLUE *Daily War Journal* with Mr. Hillman continuing on the program for one week. The broadcast is available for local sponsorship on a cooperative basis. Mr. Hillman plans to continue on the Sunday *War Journal* (12-12:30 p.m.), a sustaining newscast, and will do other sustaining news.

Mr. Agronsky, who also will handle a weekly newscast Sundays at 1:45 p.m. for Eastern BLUE stations, is a native of Philadelphia. He has served on the editorial staff of the *Palestine Post* in Jerusalem, and as correspondent for the *Christian Science Monitor*, INS and *Newsweek*. He also has done writing for the *Chicago Tribune*, the *London News-Chronicle* and *Time*. He did his first broadcast for NBC in December 1939 from Geneva.

PERSONAL and business telephone calls between the United States and the Bahama Islands and Jamaica are now possible under an amendment adopted March 17 to BWC regulations of Dec. 10, 1941, which terminated international radiotelephone communications.

Wine Shortage Series

BISCEGLIA BROS., Philadelphia, distributor of Greystone Wines in Pennsylvania, has begun a new radio series on two stations to explain the wine shortage. Started March 15 for 52 weeks, three 10-minute news periods weekly with Norman Twigger are scheduled on WCAE, Pittsburgh, and three five-minute periods of news analysis by Taylor Grant on WCAU, Philadelphia. Commercial copy emphasizes that 30% of the California grape crop has been converted to raisins for use by the armed forces and asks the public to be patient if unable to procure favorite wines. J. M. Korn Agency, Philadelphia, has the account.

KOCA Loans Recordings

ROY G. TERRY, manager of KOCA, Kilgore, Texas is using *Treasury Star Parade* recordings to bring closer cooperation between the station and local business leaders, according to Vincent Callahan, Treasury War Savings Staff director of Radio, Press and Advertising. KOCA loans sound equipment and *Star Parade* transcriptions for use at civic club luncheons, providing entertainment, and building good-will with community leaders, Mr. Callahan says.

Frances Muir Back

FRANCES MUIR, NBC correspondent in India for the last three months, has returned to this country. Between broadcasts from India, Miss Muir journeyed over the entire country from the Khyber Pass to Cape Camorin, talking with political leaders, peasants of the native states, rajahs, Moslems and others. She covered the Cripps conference and the recent internal crisis, returning to America via Army air transport.

Servel on CBS

NETWORK selected by Servel Inc., New York, for its Saturday morning institutional series is CBS, not NBC as reported in BROADCASTING, March 15. Program will start April 3 on a total of 68 stations and will feature Billie Burke giving tips on *Fashions in Rations*, each Saturday 11:30 a.m. Agency is BBDO, New York.

CASS DALEY, vocalist on the NBC *Chase & Sanborn Show* sponsored by Standard Brands, has been signed for the leading feminine role in the Republic film, "Song of Texas".

"...very pleased with the program content and listener response."
KGKB

● If you are an ASCAP-licensed station you are entitled, without cost, to the shows prepared by the ASCAP Radio Program Service. Almost five hundred stations are using these programs to help turn music costs into music profits. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

WDBJ for Southwest Virginia
5000 WATTS, DAY AND NIGHT
ROANOKE • CBS
FREE & PETERS, Inc., National Representatives

1ST
on the Dial in Georgia!
590 KC.
WAGA
Atlanta
5,000 WATTS
DAY & NIGHT
NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY

LAND OF OPPORTUNITY
BRITISH COLUMBIA

A Proven 20% Preference for CJOR News

CJOR

VANCOUVER CANADA
J. H. McGILLIVRA (U.S.)
H. N. STOVIN (CANADA)

NOW MORE THAN EVER 1ST

WCHS
CHARLESTON, W.VA.

The Nation's First SYNTHETIC RUBBER PLANT will soon start production in Charleston.

REACH THE WOMEN OF THE OHIO VALLEY WITH....
Olive Kackley
50,000 WATTS
CBS
WCKY
THE L. B. Wilson STATION

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

Iowa Stations Ask BatteryProduction

State Broadcasters Discuss Manpower, Other Problems

IOWA broadcasters met at Des Moines March 13 to discuss problems and to reorganize the Iowa Assn. of Broadcasters which had not met since 1937. J. O. Maland, WHO, Des Moines, was elected president and Earl Peak, KFJB, Marshalltown, secretary-treasurer.

Mr. Maland

Most of the day was devoted to the manpower problem and Selective Service regulations. An advisory board was elected to cooperate with the Selective Service State Hdqrs. in determining "necessary men" required by each station to insure continued operation of all stations in the State.

Other committees selected were: Retail Promotion, D. Dirks, KTRI, Sioux City, chairman; Legislative, Ed Breen, KVFD, Fort Dodge, chairman; Sports Broadcasting Committee, Mr. Peak, chairman.

Resolutions urging immediate relaxation in restrictions on manufacture and distribution of dry batteries for farm radio sets were adopted and sent to Chairman Fly of the FCC, WPB Chief Donald M. Nelson and Secretary of Agriculture Claude Wickard.

Iowa broadcasters in attendance were:

G. B. McDermott, KBUR, Burlington; W. B. Quarton, WMT, Cedar Rapids; Douglas B. Grant, WMT, Cedar Rapids; Buryl Lottridge, WOC, Davenport; Craig Lawrence, KSO-KRNT, Des Moines; J. O. Maland, WHO, Des Moines; Paul Loyet, WHO, Des Moines; Harold Fair, WHO, Des Moines; Ralph Evans, WHO, Des Moines; Woody Woods, WHO, Des Moines. Kirby Smith, KBUR, Burlington; K. S. Gordon, KDTH, Dubuque; Edward Breen, KVFD, Fort Dodge; E. N. Peak, KFJB, Marshalltown; J. C. Rapp, KMA, Shenandoah; E. T. Flaherty, KSCJ, Sioux City; Lt. Col. Frank B. Hallagan, Iowa Selective Service Hdqrs.; Phil Hoffman, WNAX, Yankton, S. D.

FCC ABSOLVES WGN, WMUR OF CHARGES

THE FCC has cleared WMUR, Manchester, N. H., and WGN, Chicago, of charges of political activity in last fall's elections, Chairman James L. Fly said Monday, after investigations failed to uncover factual support for the complaints.

The inquiry into WMUR operations was undertaken at request of Sen. Styles Bridges, Republican nominee for reelection, who said that his opponent, former Governor Francis P. Murphy, WMUR chief owner, was using the station "to promote his candidacy". Many of the broadcasts mentioned were in French [BROADCASTING, Nov. 2].

WGN had been accused by The Friends of Democracy of mailing pro-isolationist propaganda. The station is owned by the Tribune Co., publisher of *The Chicago Tribune*. Col. Robert R. McCormick is WGN president.

WITH USUAL STETSON in the usual place, William B. Way, genera manager of KVOO, Tulsa, watches pen glide across bottom of a ne contract. Signer is D. C. Sperry, of Oklahoma Tire & Supply Co., Tul who yielded to the final oratory of Commercial Manager Willard E Egolf (r), before Mr. Egolf left for NAB headquarters. Mr. Egolf signe Mr. Sperry to a similar contract 10 years ago as his first achievemen in radio salesmanship. Sperry now is using two daily KVOO news period Watching is Gustav Brandborg, new KVOO commercial manager.

WMC Tests Radio For Womanpower

Campaign Tried in Baltimore May Be Expanded to Nation

AN ACID test for radio as a medium in which to encourage women to take essential wartime jobs is being conducted this week in Baltimore by the War Manpower Commission, in cooperation with the Office of War Information.

Baltimore was chosen as the test city because of its proximity to Washington, permitting WMC and other Government officials to make periodical inspection trips to check on the drive. Although newspapers are carrying a few stories about the campaign, the burden of creating interest among women, to encourage them to take essential jobs has fallen in the main on radio, according to William Spire, chief of the OWI Radio Bureau Allocation Division, who was in Baltimore last week with Lawrence Hammond, WMC radio chief.

The campaign has a three-fold purpose: (1) To encourage women to think about taking essential jobs; (2) To encourage them to take training courses so that when the time comes they will be prepared to step into jobs, relieving men for war duty; (3) To let all women know that they are needed and that they have definite tasks to perform in the drive to victory.

Big-name talent from all parts of the country will be in Baltimore this week to participate in special programs on the five stations there, WBAL WCAO WCBM WFBR WITH. Kate Smith opened the campaign last Friday night with a special program on WBAL.

7 CRITICAL AREAS SPECIFIED BY WM

SEVEN additional communities have been classified as "areas of critical labor shortages" by the War Manpower Commission, and will probably be put under the 48-hour week by their regional directors. Although the announcement last Thursday said three areas previously considered critical are no longer on the list, it is unlikely they will be exempted from the 48-hour week.

The seven new areas are Portland, Me.; Burlington, N. C.; Evansville, Ind.; Gary-Hammond-South Chicago, Ill., and Ind.; Tampa, Fla.; Savannah, Ga.; Wilmington, N. C. Three areas removed from the list are Akron, O.; Bath, Me., and Portsmouth, N. H.

SUGGESTION for improving radio transmitter production earned $5 for Franklin Myers, General Electric Co. worker. Fourteen words brought more than $35 each.

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

XUM

AMILY LISTENING REACHES NEW HIGH

W HIGH of 35.1% of radio ilies listened to evening pro- ms during March, according to E. Hooper Inc., New York, ch stated that this level had r previously been attained in eight-year continuous report tained by Hooper. The average ing program rating stands at compared with 11.3 for the responding report last year, the rch 15 Hooper evening ratings rt reveals, adding that al- gh this figure of 12.0 was sur- ed three times in the entire of 1942, the 1943 index has d at 12.0 or above in four of five Hooper reports released far.

Commenting on the ratings of "first 15", C. E. Hooper said: b Hope, who has been in first e in each report except one November, relinquished his ition as a result of being op- site the broadcast of Mme. hiang Kai-Shek's Madison Square arden address. Hope dropped m first to second place, from a ting of 37.4 in the last Hooper port to 32.1 in the current re- ase." Despite Jack Benny's ill- s, his program received a rating 26.2, up 1.2 points from the pre- ous report, Mr. Hooper stated, ding that Burns and Allen sub- tituted for Benny on the program asured. The March 15 report o shows Red Skelton in the lead programs broadcast after 0 p.m. (EWT), which are not asured in the Eastern Time ne.

The list of "first 15" programs order follows: Fibber McGee Molly, Bob Hope, Charlie Mc- arthy, the Aldrich Family, Wal- Winchell, Frank Morgan-Fanny rice, Mr. District Attorney, Jack enny, Lux Radio Theatre, Rudy allee, Kay Kyser, Take It or eave It, Abbott & Costello, Eddie antor and Bing Crosby.

KVRS Transfer Granted Marjorie L. McCracken

RANSFER of control of KVRS, ck Springs, Wyo., from R. R. est to Mrs. Marjorie Lannen Mc- acken for $18,500, for 9,996/10,- 0 shares of issued and outstand- g capital stock was approved on arch 16 by the FCC. Mrs. Mc- acken has been assistant man- ger and Harold L. McCracken, r husband, manager of the sta- n.

Mr. McCracken was at one time anager of KYAN, Cheyenne, yo., which was forced off the air 1941 because of economic diffi- lties. KYAN was at that time % owned by Mrs. Mathilda Lan- n, mother of Mrs. McCracken. VRS operates with 250 watts on 00 kc.

Cepro to Meyerhoff

RTHUR MEYERHOFF & Co., hicago, has been appointed by the ahr Malting Co., Manitowoc, is., to handle promotion of Cepro, w barley malt drink. Only news- per and car card advertising is anned. George T. Wruck, former- advertising manager of the John Jelke Co., Chicago (oleomar- rine), is manager of the newly- rganized Cepro division.

EVERY DAY is Lady's Day at WWJ, Detroit, where Gwen Firmin (left) reads commercials and Fran Harris reads the news. Both handle regular assignments. Miss Harris has a series, *Fran Harris Reports*, in which she reports on activities of women in the war.

Drohlich Bros. Seeking Sale of KDRO, Sedalia

ROBERT A. DROHLICH and Albert S. Drohlich, doing business as Drohlich Bros., Sedalia, Mo., owners of KDRO, applied on March 1 to the FCC for voluntary assignment of their license to Milton J. Hinlein, of Elkins Park, Pa. Both brothers, in their application, stated they were giving up KDRO to enter military service at an early date.

Mr. Hinlein, who would assume active management of KDRO, has been in the real estate business in Philadelphia. The transaction calls for a total of $27,500 in a single payment, or $36,500 if payments are made in installments.

KDRO was authorized April 3, 1939, for 100 w. night, 250 w. day on 1500 kc., with Robert A. Drohlich as manager and co-owner with his brother Albert, in charge of sales promotion, and a staff of 16.

Vitamalt Plans

ADVERTISING for Vitamalt, a new mealtime beverage introduced by Elway Products Corp., New York. is now getting underway in the New York area and will expand to other regions as distribution plans are completed. Radio schedule started Feb. 23, with a weekly participation in Dr. Walter H. Eddy's *Food and Home Forum* on WOR, New York. Advertising will be augmented towards the end of March by five participations weekly on a Polish program on WAAT, Newark; and by sponsorship of a weekly news program by Joshua Epstein on WEVD, New York. Agency is H. A. Salzman Associates, New York.

The TIME BUYERS' STATION

WDOD

Chattanooga, Tenn.

5,000 WATTS CBS

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

From Bottom Up

437 APPLICANTS said "yes" to a blind teaser ad inserted by WFIL in a Philadelphia newspaper, asking, "Like to Get Into Radio?". Ad promised successful applicant "would learn the business from the inside out . . . and get to know what cooks in the industry". The station needed a porter.

WTSP, St. Petersburg, Sold to Times Pub. Co.

NELSON P. POYNTER in an application filed with the FCC on March 15 seeks transfer of control of WTSP, St. Petersburg, Fla., to the Times Publishing Co., publishers of the *St. Petersburg* (Fla.) *Times*. Number of shares involved is 25½, for which Times Publishing Co. would pay $17,898.01, with $1,000 in cash and the balance to be carried as credit on the books payable on demand. Mr. Poynter stated in his application that he plans to go into Government service.

The *Times*, of which Mr. Poynter is editor and part owner, is controlled by his father, and the company holds 22½ shares. WTSP went on the air in November, 1939, operating on 1370 kc., 100 w. night, 250 w. day.

CBS Appoints Langham As Douglas Coulter Aide

ROY S. LANGHAM, head of the CBS New York production division, has been appointed assistant to Douglas Coulter, the network's director of broadcasts, succeeding Gerald F. Maulsby, who resigned to join the Office of War Information Overseas Branch.

Mr. Langham

Mr. Langham left R. H. Macy & Co., New York department store, in 1934 to join CBS. Previously he had been in the production department of Petarco Inc., theatrical producers. Replacing Mr. Langham as chief of the production division is Horace G. Guillotte, a production supervisor who became affiliated with CBS in 1933 as remotes operator. Mr. Maulsby is expected to be assigned to the London office of OWI.

Ernest Coler

ERNEST COLER, publicity director of the Detroit office of Ruthrauff & Ryan, died March 7 at his home in Farmington, Mich., following several months of failing health. Mr. Coler first joined R&R in 1932 as publicity director on the Dodge account.

WORCESTER'S AVERAGE WEEKLY EARNINGS

first 10 months of 1942

16% higher than U. S. average

24% higher than state average

Central New England is a MUST MARKET

When You Buy Time— Buy An Audience

WTAG WORCESTER

NBC BASIC NETWORK

PAUL H. RAYMER CO.
National Sales Representatives

Associated with The Worcester Telegram-Gazette

U.P.
THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE
UNITED PRESS

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER Inc.
Blue Network
Headley-Reed, Rep.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

WFBG
ALTOONA, PA.
Complete Coverage
NBC affiliate and
BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives

No Drastic Rules Seen for Ad Copy

Commerce Department Report Lauds Retailers' Campaigns

MANY retailers are now setting a pace in advertising that will preclude the necessity of drastic copy regulations, the Dept. of Commerce said in its regular bulletin last week. The article referred to a new trend in copy, urging people to take care of their purchases to make them last longer.

Pointing to government regulations used in Australia to "deglamorize" advertising in the face of commodity shortages, the Commerce bulletin declared that in the United States "brand names and trade-marks are being kept before the eyes and minds and ears of the public without Governmental restrictions as to 'glamor' copy."

Australians Urge Conservation

"It is safe to say that when Victory comes and scarcities disappear, these wartime advertisers can return to their major sales tools — persuasiveness and emotional appeal," the article predicted.

In Australia, the Dept. of Commerce report said, the Government realizes the necessity of keeping brand names and trade-marks alive, but requires advertisers to deglamorize their copy for the duration. In addition to "austerity" messages in commercial copy, Australians are taught conservation by Government-paid ads.

Radio Executives Hear About Audimeter Tests

EASEL presentation of facts about the Nielsen Audimeter with running commentary by James Peckham, executive vice-president of the A. C. Nielsen Co., was shown at the March 17 meeting of the Radio Executives Club of New York. Mr. Peckham traced the history of the Audimeter's development since 1933.

Tests showed a trend towards increased nighttime listening during 1942 with a decline in morning and afternoon listening, he said. This trend is especially marked among lower income groups, he added, probably because of the increased employment among those families.

Out-of-town guests at the luncheon included Creighton Gatchell, WGAN, Portland, Me.; Lawrence Heller, WINX, Washington; Wythe Walker, The Walker Co., Chicago, and Arthur Croghan, WJBK, Detroit.

Skelton Tops Coast

RED SKELTON, in the Hooper Pacific Ratings Report for February, again heads the list of "Top 10" programs, followed by Bob Hope and Fibber McGee & Molly. The remaining programs in order of their rating are: Aldrich Family, Walter Winchell, Charlie McCarthy, Frank Morgan-Fanny Brice, Mr. District Attorney, Great Gildersleeve and March of Time.

IN AND OUT of radio service go these two ladies, with Barbara Smi (l), 24-year-old Skidmore College graduate joining W73PH, FM outle of WPEN, and Helen Schuyler leaving WOL, Washington, to enlist i the newly-organized women's unit of the Marines. Miss Smith, former a dramatic actress with WGY, Schenectady, is now virtually the entir staff of W73PH, serving as announcer, sound effects technician, news caster and m.c. Miss Schuyler was assistant continuity editor of WOL

502 SEEK WORK

Heavy Reply to WHK-WCLE Training Program

ANNOUNCEMENT that WHK-WCLE, Cleveland, was opening a school to train announcer replacements brought 502 applications from Cleveland housewives, doctors, machinists, teachers and others.

Three nights of auditioning, and a whole Saturday were spent limiting the group to 29, with judges representing the sales, program and announcing staffs listening in an adjoining room. Idea was suggested by Carl Mark, studio manager and "Pinky" Hunter, program director. First session was held March 8.

Zenith Earnings Up

ZENITH RADIO Corp., Chicago, and subsidiaries, in a nine-month financial report for the period ending Jan. 31, 1943, announced a net profit of $1,369,544, after depreciation, reserves, Federal income and excess profits taxes were deducted. That figure was equal to $2.78 a share on 492,644 shares of capital stock. In the corresponding period ending Jan. 31, 1942, Zenith showed a net profit of $1,033,343, equal to $2.10 a share. In keeping with the company's policy of limiting profits on war contracts, reductions and refunds aggregating more than 2½ million dollars have been made, according to E. M. McDonald, Zenith president.

Paint Firm Series

CROWN DIAMOND PAINT Co., Montreal (Durolave paints), has started spot announcement campaign, with stress on redecorating rooms to rent to war workers, on 17 Canadian stations. Account was placed by McConnell Eastman Co. Ltd., Montreal.

Advertising, Rationing Discussed by Food Me

LEADING midwestern food manufacturers and distributors and their advertising agencies discussed advertising as a medium of educating the public in rationing of meat, cheese, butter, fats and oils at a meeting last Tuesday in Chicago with Government officials. Methods of combatting the black market in foods through advertising also were considered.

Speakers included William H. Lewis, assistant director of the Domestic Branch, Office of War Information; Morse Salisbury, director of information, Dept. of Agriculture; Norman Draper, public relations counsel, American Meat Institute, and Paul West vice-chairman, Advertising Council. An advertising guide, *Red Stamp Point Rationing Handbook for Advertisers*, recently prepared by the Office of Price Administration, was distributed. A similar meeting was conducted by the OPA, OWI and Dept. of Agriculture in New York.

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

Farm Group Asks War Time Repeal

House Committee Reported Unfavorable to Change

FARMERS of Wisconsin have joined the ranks of those urging Congress to repeal the Federal War Time act of Jan. 20, 1942, and return the country to normal time.

At the annual stockholders' meeting of Consolidated Badger Cooperative in Shawano, Wis., a resolution urging "immediate return to standard time" was adopted. Rep. Reid F. Murray (R-Wis.) last week inserted a copy of the resolution in the *Congressional Record*.

In a letter to Representative Murray, George W. Rupple, manager of Consolidated Badger Cooperative, said "one of the things which has apparently caused considerable dissatisfaction is the daylight saving program as it affects farms and farm labor."

So far, Georgia, Michigan and Ohio are the only states actually to repeal Federal Time, plunging radio and business generally and inhabitants into confusion. Adding to the chaos was the fact that most of the large cities elected to remain on War Time, adhering to pleadings from Government officials that return to normal time would greatly impede the war job.

Other than the resolution from the Wisconsin Cooperative, the time change movement has been given little consideration on Capitol Hill the last two weeks. Members of the House Interstate Foreign & Commerce Committee, of which Rep. Lea (D-Cal.) is chairman, are not inclined to look favorably on repeal of Federal Time, it was learned.

Music-Word Story

A NATIONWIDE survey is being carried out by the Canadian Broadcasting Corp., to ascertain whether there is a demand for programs tailored to meet industrial needs for increased worker efficiency. It contemplates musical broadcasts which factory workers could listen to through public address systems installed in their plants, to be inaugurated in the near future if the demand warrants. Attached to the questionnaire is an article on "Music for Workers" outlining the experiments and results of the British Broadcasting Corp. with music for factory workers.

Paid Recitals

OUT-OF-THE-RUN time sale has been made on WQXR, New York, with the purchase of a weekly quarter-hour Sunday by Vlado Kolitsch, concert violinist and instructor, to present recitals by his outstanding pupils. Series started March 7 and will continue for 13 weeks in the 5:45 p.m. period. Back in 1926 Kolitsch was voted most popular radio soloist in a national poll conducted by a large newspaper. Account is handled direct.

Largest Iowa Network Carries Food Conference

LARGEST NETWORK in Iowa State radio history was put together March 15 for a broadcast by Herbert C. Hoover, addressing a conference of midwestern governors and their staffs in Des Moines.

Twelve states were represented at the day's conference called by Gov. Bourke B. Hickenlooper, of Iowa. Stations carrying the broadcast, originating at WHO, were KBUR, WMT, KROS, KSO, WOC, KDTH, KVFD, KFJD, KBIZ, KMA, KICD.

WHO also originated a round-table to NBC conducted by Richard Harkness, NBC Washington analyst, with the former President and several governors participating.

Berg Charges Libel

SEPARATE suits charging libel and asking for $500,000 damages have been filed by Dr. Louis Berg, neurologist and psychiatrist, against Max Wylie of the radio department of N. W. Ayer & Son, New York, and *Printers Ink* as a result of an article titled "Dusting Off Dr. Berg,", appearing in the Feb. 12 issue of *Printers Ink* under Mr. Wylie's by-line. The article took issue with two of Dr. Berg's pamphlets on radio. Plaintiff seeks $250,000 damages for libel per se against Mr. Wylie in his suit filed in New York Supreme Court and a similar amount against the publication, in action pending in the Federal Court of the Southern District of New York.

CHNS

THE KEY STATION OF THE MARITIMES

Is as much a part of Halifax as the Citadel Hill.

Located as it is in the Capital City, it commands the largest near at hand audience in the Maritimes.

ASK JOE WEED
350 Madison Ave.
New York

AWARD MATCHED by Gerard Swope (right), General Electric president, as he adds another $1,000 to the $1,000 awarded to KGEI, GE shortwave station in San Francisco, by the Alfred I. Du Pont Radio Award judges. The $2,000 will be used to encourage development of new program techniques in shortwave radio to foreign countries, as well as television. Recipient of the money from Mr. Swope was Robert S. Peare, manager of publicity and broadcasting for GE.

Stag Beer Buys Two

GRIESEDIECK Western Brewing Co., Belleville, Ill. (Stag beer), March 28 starts half-hour variety show, *Funny Money Man*, twice a week on KWK, St. Louis, and fed to KWOS, Jefferson City, Mo. Company is also planning spot announcements in approximately 11 markets in Southern Illinois, Missouri and Oklahoma. Agency is Maxon Inc., Chicago.

Luden's to 52 Weeks

LUDEN'S Inc., Reading, Pa., which has been conducting its annual winter campaign of spot announcements for Luden's cough drops since last September, using 116 stations, has decided to continue the campaign on a 52-week basis through next fall, according to J. M. Mathes, New York, agency in charge. About 50% of the station list carrying the original 26-week drive will be used late this spring and this summer it was stated.

THREE radio directors who handle network programs for clients of Young & Rubicam, New York, will oppose a trio of radio stars on the March 23 broadcast of Walter O'Keefe's *Battle of the Sexes*, sponsored by the Molle Co., Rahway, N. J., on NBC. Himan Brown, Bob Novak and Joe Hill are the directors, while feminine team is comprised of Claudia Morgan, Jean Tennyson and Virginia Gilmore. Y&R also handles the Molle account.

In cost-per-response, KGO HOME FORUM HAS OUT-PULLED ALL SAN FRANCISCO STATIONS... year after year, in practically every competitive test. This participation show featuring Ann Holden averages up to 1200 letters a month.

Ask your Blue Spot representative or write direct for details.

KGO
SAN FRANCISCO · OAKLAND

810 K. C. 7500 WATTS
Blue Network Company, Inc.

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
MARCH 13 TO MARCH 19 INCLUSIVE

MARCH 16

KVRS, Rock Springs, Wyo.—Grant transfer control R. R. West to Mrs. Marjorie Lannen McCracken for $18,500 for 9,996/10,000 shares issued and outstanding capital stock.

KMAC, San Antonio, Tex.—Grant vol. assgt. license W. W. McAllister and Howard W. Davis, d/b as The Walmac Co., to Howard W. Davis, d/b as The Walmac Co., for $35,000.

WASH, Grand Rapids, Mich.—Grant request cancel license, delete call signal.

W39B, Boston, Mass.—CP in part FM station.

W65H, Hartford, Conn.—Same.

K45LA, Los Angeles—CP in part, change studio location; dismissed application extend completion date.

W45CM, Columbus, O.—CP in part; dismissed application extend completion date.

K49KC, Kansas Cty, Mo.—CP in part.

MARCH 17

KFAC, Los Angeles, Cal.—Dismiss without prejudice application CP.

WCOP, Boston, Mass.—Continue hearing scheduled April 19 to May 17.

KTEM, Temple, Tex.—Denied without prejudice motion intervene hearing application KDNT mod. license.

Applications . . .

MARCH 13

WTOC, Savannah, Ga.—Increase power, install DA-N.

KDRO, Sedalia, Miss.—Vol. assgt. license to Milton J. Hinlein.

WDSM, Superior, Wis. — CP change transmitter, increase power 100 w. to 250 w.

MARCH 15

WTSP, St. Petersburg, Fla.—Transfer control Nelson P. Poynter to Times Publishing Co. (25½ shares).

KOBH, Rapid City, S. D.—CP change 1400 kc. to 610 kc., etc., amended install DA-N only.

MARCH 17

W2XWG, New York—License temp. class 2 exp. station 45,100 kc., 1000 w., special emission for FM.

WKBV, Richmond, Ind.—Transfer control William O. Knox to Central Broadcasting Corp. (1000 shares).

NEW, The Crosley Corp., Mason, O.—CP new international broadcast station, various frequencies, 50 kw., emission A3, share all frequencies with WLWO, WLWL, WLWR, WLWS.

MARCH 18

WIBG, Philadelphia, Pa.—Mod. CP extend completion date to June 9, 1943.

KPQ, Wenatchee, Wash.—Same, to June 25, 1943.

W6XYZ, Los Angeles, Cal.—Mod. CP new exp. tel. broadcast station, extend completion date to Sept. 15, 1943.

W69C, Chicago, Ill.—Extend special temp. authority operate FM station W67C commercially 46700 kc. 10 kw., special emission for freq. mod., temp. antenna, transmitter at Chicago, for period March 18 to May 16, pending CP.

Reinstatement of FM applications (March 13-19): **Debs Memorial Radio Fund Inc., New York**—CP new broadcast station, 48700 kc., coverage 8,600 sq. mi.; **W47C, Chicago**—Extend completion date new broadcast station; **W63SY, Syracuse, N. Y.**—Reinstatement CP canceled at applicant's request; **Sun Co. of San Bernardino Cal., San Bernardino, Cal.**—CP new broadcast station 44100 kc., coverage 17,101 sq. mi.; **Radio Voice of New Hampshire Inc, Manchester, N. H.**—CP new broadcast station 43500 kc., coverage 31,630 sq. mi.; **Piedmont Publishing Co., Winston-Salem, N. C.**—CP new broadcast station, 46700 kc., coverage 4,600 sq. mi.; **The Outlet Co., Providence, R. I.**—CP new broadcast station 48500 kc., coverage 7,520 sq. mi.; **W51NY, New York**—Mod. CP; **Hawley Broadcasting Co., Reading, Pa.**—CP new broadcast station, 46500 kc., coverage 4,275 sq. mi.; **Don Lee Broadcasting System, Berkeley, Cal.**—CP new broadcast station, 43500 kc., coverage 18,050 sq. mi.

Reinstatement of commercial television broadcast licenses (March 13-19): **KSEE, Los Angeles**—Mod. CP new broadcast station, change equipment, etc.

Tentative Calendar . . .

KFAC, Los Angeles—CP 1330 kc., 5 kw., unlimited, DA-N (March 22). (Petition dismiss application without prejudice pending.)

WALB, Albany, Ga.—Renewal license, vol. assgt. license, CP (March 23). Request continuance pending.

KDNT, Denton, Tex.—Mod. license, 1400 kc., 100 w., unlimited (March 24).

DR. L. GRANT HECTOR has left the U. S. Office of Scientific Research and Development to join the National Union Radio Corp., radio and tube manufacturer, as director of engineering.

That Certain Something

Experienced advertisers know that some stations have the ability to do an unbelievable selling job, while other stations never make the grade. WAIR is one of the outstanding money-making stations of America.

WAIR

Winston-Salem, North Carolina

I Want more sales in Central New York?

THE 24-hour AUDIENCE OF

WFBL

SYRACUSE, NEW YORK

Getting GOOD Results

IN ST. LOUIS, MO.

KXOK

630 KC. 5000 WATTS

BLUE NETWORK ● DAY & NIGHT

Network Accounts
All time Eastern Wartime unless indicated

New Business

SPERRY FLOUR Co., San Francisco (flour), on March 15 started for 52 weeks, *Nelson Pringle—News Analyst*, on 8 CBS stations, Mon. thru Fri., 7:45-8 a.m. (PWT). Agency: Knox-Reeves Adv., San Francisco.

DALGLISH ONTARIO Ltd., Toronto (Javex), on March 22 starts *The Wife Preservers* on CFRB, Toronto: CKWS, Kingston, Ont.; CFLC, Brockville, Ont.; CHML, Hamilton; CFPL, London, Ont.; CFCO, Chatham, Ont.; CKLW, Windsor-Detroit, Mon., Wed., and Fri. 10:15-10:30 a.m. Agency: MacLaren Adv. Co., Toronto.

SERVEL INC., New York (institutional), on April 3 starts Billie Burke in *Fashions in Rations* on 68 CBS stations, Sat., 11:30 a.m.-12 noon. Agency: BBDO, N. Y.

Renewal Accounts

SCHUTTER CANDY Co., Chicago, on April 11 renews *Colonel Stoopnagle's Stooparoos* on 38 CBS stations, Sun., 1:45-2 p.m. Agency: Roche, Williams & Cunnyngham, N. Y.

PARKER PEN Co., Janesville, Wis. (Quink), on March 27 renews *Eric Sevareid and the News* on 113 CBS stations, Sat., Sun., 8:55-9 p.m. Agency: J. Walter Thompson Co., N. Y.

EVERSHARP INC., Chicago (pens, pencils), on March 21 renewed *Take It or Leave It* on 116 CBS stations, Sun., 10-10:30 p.m. Agency: Biow Co., N. Y.

WPB MAY CONTROL PARTS, TUBE SALES

A RATIONING program to protect against consumer hoarding of receiver tubes and replacement parts is soon to be ordered by the WPB Radio Division, dealers throughout the country report. WPB officials refuse to comment on the possibility.

Under the plan, radio users would be required to turn in a tube or part in order to get a new one. Dealers would refill their stocks by use of certificates rather than shipping the old parts back to the factories.

With a program to supply civilian tubes and parts near completion at the Radio Division, the rationing move is considered necessary to protect dealer stocks. WPB officials have said, however, that tubes and parts have little salvage value.

NBC 'Star' Promotion

AS A SUMMARY of the scope, usage and overall results of NBC'S "Parade of Stars" campaign for its affiliates, a 32-page brochure, titled "Oyez Oyez Oyez, indeed", has been issued by the network, with special copies inscribed for the stars, sponsors and agencies who cooperated in producing the campaign. Humorously illustrated by Burris in water-color sketch fashion, the promotion piece reveals that 125 NBC stations allotted 314 hours —nearly 20 full broadcasting days —to the programs built by NBC'S "Parade of Stars". Over 60 NBC stars cut records for a total of 21 shows, while 1438 pressings of these recordings were also made to fill the requests of participating stations.

TEN TOP TUNES

THE top ten tunes from the standpoint of network audience coverage during the week ending March 17, according to the copyrighted Audience Coverage index survey of the Office of Research-Radio Division, New York, are as follows:

That Old Black Magic
I've Heard That Song Before
Brazil
You'd Be So Nice to Come Home To
For Me and My Gal
As Time Goes By
Don't Get Around Much Any More
Moonlight Becomes You
Saving Myself for You
Weep No More My Lady

NAB Sets Session For Program Men

MORE ACTIVE participation in the field of radio programs is planned by the NAB with the first meeting of a newly-formed Program Directors Executive Committee set for March 24-25. Program activity is expected to parallel that of the sales managers now carried on by NAB's broadcast advertising department.

Committee, as named by Neville Miller, NAB president, consists of William Adams, WCHS, Charleston, W. Va.; J. Robert DeHaven, WTCN, Minneapolis; Harold Fair, WHO, Des Moines; Robert L. Kennett, WHAS, Louisville; Robert Landry, CBS; Clarence Menser, NBC; Herbert C. Rice, WGR, Buffalo; Ray Shannon, KQV, Pittsburgh; Tod Williams, WSPD, Toledo.

Standard Oil of Indiana Using 100-Station Discs

STANDARD OIL Co., of Indiana, Chicago, in its largest rural spot announcement campaign for farm petroleum products, has placed one-minute transcribed announcements six times a week on 100 stations in 14 midwestern states. Announcements, broadcast principally at noon time, feature award of war bonds to farmers for outstanding agricultural achievements, totaling $3800 in bonds a week for 26 weeks. Contracts were placed through McCann-Erickson, Chicago on:

KATE WHBY KATW WELL WBCM KGHL KFYR KRBM KGIR WHDF KFVS KDFN WMT KFBC WLS KFRU WDAN WOC WSOY KVOD WJR KSO WHO KGNO KDTH WEBC WEAU WGBF WDAY KGDE WFDF KFIZ WOWO KILO WOOD KVGB WTAQ WEBQ KPFA WMFG WFMB WJMS WIBM WCLO KWOS WCLS WKZO WDAF WKMO WKBH WASK WJIM WIBA KYSM WMAM KGLO WTMJ KSTP KLPM WLBC WMBD KOAM WCAR KWOC WHLS WIBU KGHF WTAD WRJN KOBH KROC WROK WHBF WSAM KFAM KFEQ KMOX WSAL WSOO WHBL KMO KSCJ KSOO WSBT WCBS KWTO KGEK WROW WIBW WTCM WDZ WAOV WHLB KXEL KWAT WSAU KFH KWLM WFHR WNAX.

THERE'S MORE FOR YOUR MONEY AT

CFNB

FREDERICTON—N.B.

1000 WATTS—BASIC C.B.C. OUTLET

WEED and CO.—U.S. Representatives

BOSTON ★ N.Y. ★

CFNB Signal strength increased 25%

XUM

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Announcer Experienced—Permanent position for draft exempt man who can handle news, commercials, turn-tables. $42 for 43 1/3 hour week to start. Future increases. Write full details, references, and whether transcription available to manager, WFDF, Flint, Michigan.

Producer-Announcer—Who excels in both departments. Job primarily production. Salary $100 weekly. Send full story of background with picture and transcription of announcing work to Paul H. Rayner Company, Tribune Tower, Chicago, Illinois.

CONTINUITY WRITER—That can produce volume of good copy. Announcing voice desirable, but not necessary. Box 430, BROADCASTNG.

Wanted—First or Second Class Operator with transmitter experience for new directional 5 KW station. Rapid advance likely. WOC, Davenport, Iowa.

COMMERCIAL MANAGER WANTED—Midwest local. Salary and commission. Box 417, BROADCASTING.

TIME SALESMAN—Texas station. Sell yourself in application letter. Box 413, BROADCASTING.

BROADCASTING STATION BOOKKEEPER—Wanted experienced man or woman bookkeeper who can take full charge of local midwest station, network affiliate, books and accounts. Give experience in first letter. Paying $35 to $45 for 44 hours for good work. Write Box 410, BROADCASTING.

TRAFFIC MANAGER—Experienced. Must be efficient stenographer, and capable of doing some air work. Network regional station. Detail previous experience, attach snapshot, and state salary expected. Box 416, BROADCASTING.

COMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 427, BROADCASTING.

ENGINEER—Two, chief and first assistant. Ideal working conditions. Local independent. Box 429, BROADCASTING.

Engineer—For 5 KW CBS affiliate. Experience desirable. Prefer draft exempt if possible. Write Chief Engineer, WKZO, Kalamazoo.

ENGINEER—For midwest 5 KW station, must hold 2nd class license or higher. In reply state education, experience, expected salary and enclose photograph. Box 418, BROADCASTING.

Radio Operator Wanted—With first-class ticket. Permanent position, local Southern Station, good salary, congenial personnel. Give all details. Box 412, BROADCASTING.

ANNOUNCERS—Wanted two experienced announcers by local network Michigan station. Will pay $45 weekly for 48 hours, and $50 weekly if you have operator's license. Will take good men draft exempt up to age 50. Will consider girls or women if experienced. Write fully and give references. No drifters, this is permanent position for right people. Box 409, BROADCASTING.

ANNOUNCER—Capable handling amateur sports events and musical clock programs. Illinois. Box 428, BROADCASTING.

Announcer—Good solid staff man with musical and news background. Modern, well equipped studios, Mutual affiliate. Progressive friendly community. Give complete experience, draft classification, marital status, salary desired. Write WCLO, Janesville, Wisconsin.

Situations Wanted

Announcer Versatile — Network caliber-proven sales producer. Conscientious. Seeks Manhattan affiliation or within hundred miles. 4F. Available immediately. Box 431, BROADCASTING.

Versatile Newswriter—Can also newscast. Five years' experience. Deferred family man. Prefer New York area. Box 432, BROADCASTING.

Announcer—Graduate of Radio Announcing School. Qualified for all types of programs . . . transcription available . . . will go anywhere . . . 4-F in draft. Telephone Brandywine 6162. Box 421, BROADCASTING.

Announcer—Woman — Limited experience with NBC—Red and Blue Station. Some continuity and commercial copy experience. Operate board. Five years teaching experience, plus public relations background. Transcription upon request. Prefer southern connection. Elaine—120 7th Ave. North, Twin Falls, Idaho.

Experienced Operator—15 years experience. Draft exempt. Desires permanent position in west or midwest. Now at kilowatt network station. Box 422, BROADCASTING.

COLLEGE PROFESSOR—Wishes to make profession of radio. Six years' experience teaching, directing, speech, drama, some radio. Can write continuity and news commentary. 31, married, tentatively 4-F. Prefer Middle-West station. Transcription on request. Available June 1. Box 424, BROADCASTING.

WRITING AND ACTING TEAM—Fresh, timely ideas to tie up with local talent. Theatrical and radio experience. Box 415, BROADCASTING.

ANNOUNCER, NEWSCASTER, WRITER—Now employed. Married, 4-F. References, transcription on request. New York area preferred. Box 423, BROADCASTING.

Secretary-Announcer — Anxious to break into radio. Willing to start at bottom. Good radio voice. Secretary five years to college professor. Will submit qualifications on request. Box 425, BROADCASTING.

CHIEF ENGINEER—Fifteen years experience, five years present employment, desires change, permanent, forty years old, 4F draft. Box 411, BROADCASTING.

NEWS WRITER-COMMENTATOR—English born, wide background of world affairs. Pleasant voice. Transcription on request. Box 414, BROADCASTING.

Wanted to Buy

BROADCAST STATION — Reliable and financially qualified party. Give full particulars. Box 419, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pickups. Station KLO, Ogden, Utah.

PLAYBACK EQUIPMENT, STATIONARY—New or used for agency auditions. 33 1/3 required, 2-speed preferred. Anfenger Advertising Agency, 1706 Olive, St. Louis, Mo.

For Sale

175 Ft. Truscon Self Supporting Tower—With all lighting equipment, insulators, leveling plates, etc. Excellent shape. Immediate shipment. WHKY, Hickory, North Carolina.

One kilowatt—Western Electric Co. D-94994 (modified 6-B) transmitter complete with high voltage rectifier unit to match, all accessories including tubes. Available immediately. Cheap. E. W. Jacker, care of WAIT, Chicago.

'Shadow' Disc on 28

FOLLOWING the completion of its 10th consecutive season as a live network show, March 21, *The Shadow* has been discontinued on Mutual, but will continue as a transcribed series on a number of stations, locally sponsored or sustaining. A total of 28 outlets will carry the series, including KFEL KFRE KGU KOCY KOVO KTAR KTSM KTTS KTUC KWK WBAX WBML WCAE WCSC WDNC WFBM WFMJ WHKC WJBO WKRC WLOL WMBS WPAD WQAM WRVA WSIX WGCM HP5G. Series has been sponsored on Mutual for the past season by Delaware, Lackawanna & Western Coal Co., New York, for Blue Coal, handled by Ruthrauff & Ryan, New York. Charles Michelson, New York, handles the transcriptions.

WAVE DOESN'T HANG AROUND LYNCH (Ky.)!

Sorry—but if you're planning to put on a swing program for the few folks in Lynch and other distant Kentucky hamlets, WAVE can't help you much. You see, WAVE's hangout is the big Louisville Trading Area, where 47% of Kentucky's population has 57.5% of the State's total buying power. If that's what you want, how about giving us enough rope to show you what we can do for you?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Taft Assails Davis Program; Political Issue Is Foreseen

OWI Chief Denies He Commandeered Networks In Reply to Charges by Senator from Ohio

THAT THE new Elmer Davis series of broadcasts on all networks is destined to become a partisan issue was evident after his initial broadcast March 12, which drew from Senator Robert A. Taft (R-O.) the charge that the OWI chief was "commandeering" all the stations of the country for "propaganda broadcasts". Mr. Davis, former CBS analyst, began the 15-minute commentary on NBC, CBS and BLUE, hooked in tandem, with Mutual carrying it on Saturdays by transcription.

Senator Taft, prominent in Republican circles and often mentioned as Presidential timber, said it was "both an abuse of power and an insult to the intelligence of the American people and to the abilities of our free press and radio workers" for Mr. Davis to "commandeer" the air.

"No Compulsion" Davis

He said he would be interested "in discovering by what authority or pressure Mr. Davis is able to command time on the four radio networks simultaneously and virtually say to the people that they must listen to him or turn off their radios. There was not one word said by Mr. Davis in his first broadcast that he could not have depended on the regular radio newscasters, the commentators and the newspaper writers to explain adequately to the country."

Mr. Davis responded that he had neither commandeered stations nor broadcast propaganda. Moreover, he held there was no compulsion for stations or networks to carry his talks.

The Davis series occasioned considerable conversation in radio and press circles in Washington, but drew no announced criticism other than the Taft statement. Observers generally felt that his comments did not in any wise "scoop" radio or the press and that he kept within the limits he had set regarding the scope of his commentaries.

At a National Press Club luncheon March 16 at which he was guest of honor, Mr. Davis was asked to comment on Senator Taft's criticism of his broadcasts. He replied in a single word: "Bunk!"

Taft Opposes Hookup

At his news conference last Wednesday Mr. Davis said he had "invited Mr. Taft to show where I had propaganda on my broadcast but so far he hasn't replied." The OWI chief declared: "My broadcast did not have four networks. We told them it was open to any that wanted it. Mutual carried it the next day."

Queried by BROADCASTING, Senator Taft said he did not plan to reply to Mr. Davis, but added: "Either Mr. Davis' broadcast is propaganda or it is unnecessary. As a whole, the main theme of my statement was that the broadcast is unnecessary." The Senator asserted, however, that he is vigorously opposed to any network hookup except for the President.

Mr. Davis disclosed Wednesday that he had issued a memorandum to all OWI staff members, in which he cautioned that the "OWI can no more be concerned with politics than can the Army or the Navy." The memorandum said, in part:

"Lately this Office . . . has been accused of partisan political activity. For this accusation no evidence has been adduced except one article in one issue of one periodical, intended for distribution only to foreign peoples. However, such attacks may be expected to continue until the election of 1944."

He pointed out that "it is the duty of all staff members to continue so to conduct themselves that there shall never be any basis for such criticisms, in the judgment of fair and intelligent observers". Sole function of the OWI the memorandum explained, is to "contribute to the winning of the war. We must take care that the utility of this office as an instrument to that end is not impaired."

Keplinger With OWI

LOU KEPLINGER, formerly manager of KVOD, Denver, KARM, Fresno, Cal., and KSAN, San Francisco, has been appointed regional radio director of the OWI domestic branch on the Pacific Coast, covering California, Nevada, Washington, Oregon and Arizona. His headquarters will be at 1335 Market St., San Francisco.

Sherwood Overseas

TO INSPECT operations of the OWI Overseas Branch, Robert Sherwood, director, and Murry Brophy, director of communications, have been in London and North Africa, Elmer Davis, OWI director, disclosed last Wednesday at his news conference. The OWI already is beaming propaganda to occupied European countries from England and plans for similar service from North Africa are being completed by Mr. Sherwood, his chief said.

ALLOCATION POST AT OWI TO SPIRE

IN FURTHER reorganization within the Domestic Branch of the Office of War Information, announced last week, William M. Spire, former radio compaigns coordinator of the Radio Bureau, was appointed chief of the Allocation Division. He replaces Seymour Morris, who became special assistant to H. Andrew Dudley, chief of the newly-created Program Coordination Bureau [BROADCASTING, March 15].

Mr. Spire

At the same time it was announced that Charles Harrell, war program director of WBEN, Buffalo, had joined the OWI as assistant to Phil Cohen, chief of Government liaison, Radio Bureau.

Mr. Spire left McCann-Erickson, New York, where he was radio director, two years ago to accept an appointment as assistant to Bernard Schoenfeld, chief of the Radio Branch, Office for Emergency Management [BROADCASTING, Aug. 17, 1942]. Last August he was transferred to the OWI as coordinator of campaigns in the Radio Bureau.

The Labor Problem . . .

Drawn for BROADCASTING by Sid Hix

"Shut Up, You Brats, Till Mama Reads Another Newscast!"

OWI Broadcasts Reach the Enemy

More Stations Into Service Shortly, Says Elmer Davis

OPERATIONS of the Office of War Information provide "one of the instruments" by which we are winning this total war, Elmer Davis, director of OWI and former radio news analyst, told a National Press Club audience last Tuesday in Washington.

While OWI does not constitute a "principal" war implement, it nevertheless may bring the end of the war somewhat sooner, Mr. Davis declared. He emphasized the part radio is playing, particularly in the overseas field. In addition to the shortwave service, Mr. Davis revealed that OWI now is getting in by medium wave, part from London, part from Africa and will soon reach Asia from Australia.

Reaching Enemy

He foresaw the day when Japan and Japanese-held possessions will be fed medium wave or standard broadcast service from the United Nations. (A number of broadcast transmitters already have been shipped abroad, and are in service both in England and North Africa.)

Clearcut evidence that our broadcasts are getting into enemy and occupied countries has been received by OWI, according to Mr. Davis. This is reflected in the utterances of Axis leaders and in newspaper and radio reports seeking to offset this information.

In the nine months of OWI's operation, Mr. Davis declared, there has developed a great deal less of conflict and contradiction in Government information. OWI isn't always able to clear information as speedily as radio and news men would like, but he asserted the information is accurate and uncolored.

OWI is not charged with the maintenance of national morale, Mr. Davis asserted. Its job is to get out the news, good or bad, as fast as possible. For reasons of military secrecy, he said, some information is withheld.

AUDIENCE FOR ELMER
Friday Night Promotion
Prepared by CBS

SPECIAL FRIDAY NIGHT promotion of CBS programs to build up a listening audience for Elmer Davis' weekly talks, heard on CBS, the BLUE and NBC that evening, has been compiled for CBS affiliates so they "can kill three birds with one stone". The package of promotion material, including suggested announcements, newspaper ads and background material for station use, points out that the Director of the OWI, speaking as the official voice of Uncle Sam from 10:45-11 p.m., follows the *Camel Caravan* on CBS, and urges affiliates to "promote Friday evening right across the board".

More than 2,000 merchandising calls per month

—to lend wartime aid to your retailers and wholesalers

28,000 DEALER CALLS A YEAR

In the face of the manpower shortage, WLW's comprehensive merchandising activities take on greater importance than ever. As always, they encompass long-range plans which cover every phase of distribution, from manufacturer's representative to consumer.

Now, the personal dealer contact in 12 major markets is almost wholly dedicated to the wartime problems of the men who move your merchandise. Dealer calls are supplemented with BUY WAY, our radio merchandising newspaper with a circulation of more than 50,000 twice monthly, and with constant direct mail contact that totals 360,000 mailing pieces annually.

This merchandising program costs advertisers nothing, helps to make your WLW dollar the most effective advertising dollar you can spend.

LISTENER DOMINANCE. In 25 major cities of its four-state area, WLW delivers 48.7% of all radio listening, and in the rural areas around them, the listening index averages 2.5% greater. (City figure is a weighted average based on Hooper Mid-Winter WLW area rating, 1942, and does not represent the size of our audience in any one city.)

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. The services of SPECIALTY SALES can be bought on an extremely flexible basis at a very nominal cost.

● **WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.**

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION